

Message

From: HEMMINGHAUS, JOHN W [AG/1000] [/O=MONSANTO/OU=NA-1000-01/CN=RECIPIENTS/CN=52]
Sent: 11/12/2013 2:19:41 PM
To: ROBERTSON, KATIE [AG/1000] [katie.robertson@monsanto.com]
CC: MACINNES, ALISON [AG/1000] [alison.macinnes@monsanto.com]; TRAVERS, JEFF N [AG/1005] [jeff.n.travers@monsanto.com]; SANDBRINK, JOSEPH J [AG/1000] [joseph.j.sandbrink@monsanto.com]
Subject: RE: market research on VOL

Thanks Katie. We will keep direct comments out of our slides.

From: ROBERTSON, KATIE [AG/1000]
Sent: Tuesday, November 12, 2013 11:08 AM
To: HEMMINGHAUS, JOHN W [AG/1000]
Cc: MACINNES, ALISON [AG/1000]; TRAVERS, JEFF N [AG/1005]; SANDBRINK, JOSEPH J [AG/1000]
Subject: RE: market research on VOL

John –

Attached is a summary of market research on volatility for your information. It's fine to verbally reference these points internally, however if you're speaking externally I would ask that you just verbally share as needed that volatility is on the minds (or a concern) of many of our customers and not name specific stats or reference specific studies.

Thanks,

Katie M. Robertson

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From: HEMMINGHAUS, JOHN W [AG/1000]
Sent: Tuesday, November 12, 2013 10:24 AM
To: ROBERTSON, KATIE [AG/1000]
Cc: MACINNES, ALISON [AG/1000]; TRAVERS, JEFF N [AG/1005]; SANDBRINK, JOSEPH J [AG/1000]
Subject: market research on VOL

Katie,

We are covering off site movement and VaporGrip in our weed society meeting presentations. Can you send me a slide that illustrates volatility is a concern in the minds of growers? I'm thinking we have something like this based off the market research data.

In order to set up the vaporgrip part of the presentation we are making the point that while drift and tank clean out are the biggest contributors of offsite movement volatility is important to growers and so we felt it necessary to address. If this is something you'd rather us not show just let me know and we'll keep it out. We'll have slides ready for review very soon. Thanks,

John