

Message

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Sent: 11/15/2016 10:02:08 AM
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Subject: conversation w a Helena Leadership guy

Jim:

I had a long conversation with a Helena Sales Manager yesterday, and we discussed BASF's strategy and how it looked to him:

In his eyes, The BASF strategy seems to be this:

- 1) Monsanto is afraid to Leverage anything. BASF is not afraid. (this really bothers me)
- 2) Outnumber the Monsanto guy. In my territory, there is 4 reps and 4 'Innovation Specialists' that are all making a lot of calls on retailers/growers
- 3) Bring in 'experts' to the big coops and nationals, later this month and next:
Some dude named 'Dr. Kruger' is coming to Indiana the 28-29th to talk particle size to my coops, sponsored by BASF --they have already conducted larger retailer meetings called "October Fest" early and large investment in education and entire portfolio pitch
- 4) Bash the heck out of us in regard to our knowledge of Dicamba... 'cause all we are using is Clarity with pixie dust, that 'they brought out' in 1994.

Imply they will have tank mixes of Helena Proprietary Products (and Winfield and CPS)—i.e. "***the first company to allow Coron in the tank mix gets the Helena biz.***"

We think we know that it's never gonna happen--but the Helena guys act like BASF is implying they are ahead of us on the tankmixes????

To Helena people, the trick to this Helena biz is easy: What does Helena make per gallon of Accuquest? Vs per gallon of Coron?

Here is a key point: BASF may know that they are wrong, (I think some do) but they are gonna keep saying 'they are ahead of us' and 'will partner better with the majors'. Where our share is iffy on corn juice, those retail managers and sales people *don't know us* and they are leaning BASF. They use Sharpen, Zidua and Armezon now...Engenia is sexy, 'actually new', low rate and the rep implies he is a better tank mix partner. *This is the Narrative!*

For 30 years BASF has denied Volatility as the issue with Clarity. It's all been 'off target trespass'...Drift. Now, they are making Volatility the #1 reason 'Clarity sucks' (*we need to get on this right now! – deny! Deny! DENY!*)

- 5) They are claiming the 'Pixie Dust in Monsanto's Clarity doesn't really work', and that Engenia was designed for this 'new day in the biz'
They are repeating this over and over to the new, young 'Roundup Babies' that have no idea...and it is sticking.

So: What can we say about all the successful acres of Clarity, Status and Distinct we have all sprayed-- for 22 years? Without Buffers or 'Downwind to Infinity' Tomato setbacks.



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What is the BASF company line on those old claims now?

Can we show and breakdown examples of the drift of Dual, Callisto, Roundup, Laudis, etc...as compared to Clarity/Status?

sprayed?
Can we get a number on the acres of Clarity and Status, State by State that has been

it is our narrative?
Can we say 'We had the opportunity to use Engenia...and passed?' And *keep saying it until*

Can we show performance of Xtendimax vs Engenia?

Starting Today and Everyday: "**Why did DuPont chose Ours over theirs?**"

Helena is not going to be 90/10 either product. We know that...but I want to be as close to 90% as we can be.

Two things:

We know where the seed is
We have a superior product

With these two things, how do we get BASF to do something else: like worry about all the DOW/DuPont Chemistry they are going to have to buy in the Divestiture when that deal gets slammed together?

This is what I came up with in a half hour...

Let me know what you think.

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