Monsanto Stakeholder Engagement
Overview of Stakeholder Engagement Team By Topic

Topic	MON Lead	Journalists	Academic	NGO	Institutions/Tra	Donors/Foundat	Policymakers
Stakeholder Engagement Team Lead	Glenn Austin						
Food Security	Rita Singh						
Value Chain	David Stark						
Nutrition/Foodies	Wendy Reinhardt Kapsak						
Environmental	Michael Doane/Gabriela Burian						
Social Justice	Brian Lowry						
Social Governance	Nancy Hamilton						
Medical	Dan Goldstein						
Plant Sciences	Eric Sachs						
Ag Economics	Eric Sachs						
Social Science	Eric Sachs/Michael Doane						
Women and Millennials	TBD/FH						
Farm Orgs	Mindy Whittle						
Local Govt.	Lisa Drake						
SRI	Glenn Austin						

Tab: Food Security

Monsanto Stakeholder Engagement		
Tier One Targets (Positive)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
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Tier Two Targets (Neutral)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
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Additional Notes:

Tab: Value Chain

Monsanto Stakeholder Engagement		
Tier One Targets (Positive)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
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Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Tier Two Targets (Neutral)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
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Additional Notes:		

Tab: Nutrition Foodies

Monsanto Stakeholder Engagement		
Tier One Targets (Positive)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
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Additional Notes:		

Tab: Environmental

Monsanto Stakeholder Engagement		
Tier One Targets (Positive)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
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Tier Two Targets (Neutral)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
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Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Additional Notes:		

Tab: Social Justice

Monsanto Stakeholder Engagement		
Tier One Targets (Positive)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Tier Two Targets (Neutral)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Additional Notes:		

Tab: Social Governance

Monsanto Stakeholder Engagement		
Tier One Targets (Positive)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Tier Two Targets (Neutral)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Additional Notes:		

Tab: Medical

Monsanto Stakeholder Engagement		
Tier One Targets (Positive)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: American Academy of Pediatrics / International Pediatric Assn **Type: Scientific Professional Organization (Medical)** **Willingness to Engage:** High/Medium/Low High (already engaged) **Existing Business Action Dragger:** demonstrated capabilities to deliver messaging via multiple channels both to physicians and key audience (moms/millenials) as well as a demonstrated ability to make global connections with similar organizations and to drive technical conclusions as pediatric organizations around the world rely on AAP materials. Advantage- safety for children/infants effectively drives public to conclude safety for adults.	Evaluation of GM safety by AAP, build relationships with AAP and IPA and use latter to leverage AAP oponion globally. In conjunction with this we will foster local pediatric and medical expertise in US and key global countries Work is already in progress.	Headcount: 0.25 Sponsorship Funding :$120K x 5 years Project Funding:
Name: American Academy of Family Practice AAFP **Type: Scientific Professional Organization (Medical)** **Willingness to Engage:** High/Medium/Low High **Existing Business Action Dragger:** AAFP's preference is to begin at state level- good for immediate needs but requires multiple alignment discussions and bottow up strategic approach that will slow things a bit. **Existing Business Action Driver: Demonstrated willingness to interact at national level.**	Initial contacts at state level to support state and regional issue/legislative needs, building to AAFP National level presentations and adoption or adaptation of AAP educational material.	Headcount: 0.1 Sponsorship Funding: Project Funding: $20K x 5 years
Name: National Jewish Hospital **Type:** Academic **Willingness to Engage:** High **Existing Business Action Dragger:** **Existing Business Action Driver: Existing Business Action Driver: Existing** supportive relationship on materials needed for allergen rtisk assessment. We currently support fellow in food allergy. Institution has willingness to engage further including 3rd party articles on GM and food allergy. Highly influential group and may be helpful or essential in helping to deal with the allergy issue in our conversations with AAP (above)	Currently support Monsanto with access to serum for allergenicity screening for GM crops. Ideally would establish significnat 3rd party support including technical and lay publications regarding GMOs and food allergy issue- which is chronically diffucult as no absolute test exists. The institution is globally respected in the areas of allergy and immunology and can help drive conversations among other stakeholders globally as well as address any concerns that AAP may have regarding this issue.	Headcount: Sponsorship Funding: Project Funding:
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:**		Headcount: Sponsorship Funding: Project Funding:
Tier Two Targets (Neutral)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: American College of Medical Toxicology **Type: Scientific Professional Organization (Medical)** **Willingness to Engage:** High/Medium/Low Medium **Existing Business Action Dragger: ACMT** can be a bit gun shy about corporate funding of any initiatives and has limited experience in this arena (as opposed to government funded activity where they have a long history). **Existing Business Action Driver: Close connection personally with leadership amd membership. Well conneted at state level as leaders of state/regional poison centers. Familiar with principle of tox and risk assessment and inherenty sceptical about activist/NGO claims of potential harm.**	Build network of Medical Toxicologists to support glyphosate and other herbicide safety issues. Seek educational module on GM crop safety from ACMT.	Headcount: 0.1 Sponsorship Funding: Project Funding: $10K/yr x 3 years
Name: American Medical Association **Type: Scientific Professional Organization (Medical)** **Willingness to Engage:** High/Medium/Low Medium **Existing Business Action Dragger: Historically we (via CBI/BIO) have burnt some bridges due to failure to follow through on commitments from industry. Highly distracted by current politial and physician economics issues ("Obabmacare")** **Existing Business Action Driver: Highly regarded by public**	Build network of Medical Toxicologists to support glyphosate and other herbicide safety issues at state/local level (later expansion to LAS, A/P and EU as appropriate). Seek educational module on GM crop safety from ACMT.	Headcount: 0.1 Sponsorship Funding: Project Funding: $10K/yr x 3 years
Name: Am. Academy of Allergy, Asthma, and Immunology, AAAAI **Type: Scientific Professional Organization (Medical)** **Willingness to Engage:** High/Medium/Low Medium **Existing Business Action Dragger:** **Existing Business Action Driver:**	Manuscript in Medical Journal and lay version of content in a lay medical venue such as Medline Plus or Web MD	Headcount: Minor Sponsorship Funding: Project Funding: $5K/yr x 5 years
Name: American Assoc. of Nurse Practitioners Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low Unknown		Headcount: (Minor) Sponsorship Funding: Project Funding: $25K (2014)	$10K (2015)

Existing Business Action Dragger: No existing relationship. School and hospital nursing assns historically tended to be negative on biotech foods.		
Existing Business Action Driver: Contact with key audience	**Presentation and/or publication at next annual meeting**	
Name: American Academy of Physicians Assistants		**Headcount:** (Minor) **Sponsorship Funding:** **Project Funding:** $25K (2014) | $10K (2015)
Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker)		
Willingness to Engage: High/Medium/Low Unknown		
Existing Business Action Dragger: No existing relationship (unlike nursing, they have not generally taken a position on GM)		
Existing Business Action Driver: Contact with key audience	**Presentation and/or publication at next annual meeting**	
Additional Notes:		

Tab: Plant Sciences

Monsanto Stakeholder Engagement		
Tier One Targets (Positive)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
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Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Tier Two Targets (Neutral)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		Headcount: Sponsorship Funding: Project Funding:
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Additional Notes:		

Tab: Ag Economics

Monsanto Stakeholder Engagement		
Tier One Targets (Positive)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
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Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Tier Two Targets (Neutral)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
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Additional Notes:		

Tab: Social Sciences

Monsanto Stakeholder Engagement		
Tier One Targets (Positive)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
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Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Tier Two Targets (Neutral)	**What Do We Want to Accomplish?**	**Resources Needed**
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Name: Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
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Additional Notes:		

Tab: WomenMillennials

Monsanto Stakeholder Engagement		
Tier One Targets (Positive)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
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Tier Two Targets (Neutral)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
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Additional Notes:		

Tab: Farm Orgs

Monsanto Stakeholder Engagement		
Tier One Targets (Positive)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Tier Two Targets (Neutral)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Additional Notes:		

Tab: Local Govt

Monsanto Stakeholder Engagement		
Tier One Targets (Positive)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Tier Two Targets (Neutral)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Additional Notes:		

Tab: SRI

Monsanto Stakeholder Engagement		
Tier One Targets (Positive)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Tier Two Targets (Neutral)	**What Do We Want to Accomplish?**	**Resources Needed**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Name: **Type:** (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker) **Willingness to Engage:** High/Medium/Low **Existing Business Action Dragger:** **Existing Business Action Driver:**		**Headcount:** **Sponsorship Funding:** **Project Funding:**
Additional Notes:		