		Monsa	nto Company Confide	ential			
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 Company Confidential	
	Monsanto Stakeholder Engageme	ent
Fier One Targets (Positive)	What Do We Want to Accomplish?	Resources Needed
Name:		Headcount: Sponsorship 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
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Tab: Nutrition Foodies

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

	Monsanto Stakeholder Engagement	
Tier One Targets (Positive)	What Do We Want to Accomplish?	Resources Needed
		Headcount:
Name:		Sponsorship Funding: Project Funding:
Donors/Foundation, Policymaker)		. rojos i anamg.
Willingness to Engage: High/Medium/Low		
Existing Business Action Dragger:		
Existing Business Action Driver:		
		Headcount: Sponsorship Funding:
Name:		Project Funding:
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:		
Name:		Headcount: Sponsorship Funding: Project Funding:
Donors/Foundation, Policymaker)		rroject runumg.
Willingness to Engage: High/Medium/Low		
Existing Business Action Dragger: Existing Business Action Driver:		
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Name:		Sponsorship Funding:
Donors/Foundation, Policymaker)		Project Funding:
Willingness to Engage: High/Medium/Low		
Existing Business Action Dragger:		
Existing Business Action Driver:		
Tier Two Targets (Neutral)	what do we want to Accomplish?	Resources Needed
	The Do to that to those in priority	1.00001.0001.0000
		Headcount:
Name:		Headcount: Sponsorship Funding:
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Tab: Medical

Tab: Medical		
	Monsanto Stakeholder Engagement	
Tier One Targets (Positive)	What Do We Want to Accomplish?	Resources Needed
The One Targets (Fositive)	That Do He Hallt to Accomplish?	Headcount: 0.25
		Sponsorship Funding :\$120K x 5 years
Name: American Academy of Pediatrics / International Pediatric Assn		Project Funding:
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	Evaluation of GM safety by AAP, build relationships with AAP and IPA and use latter	
materials. Advantage- safety for children/infants effectively drives public to	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	
conclude safety for adults.	progress.	
		Headcount: 0.1
Name: American Academy of Family Practice AAFP		Sponsorship Funding:
Name. American Academy of Family Fractice AAFF		Project Funding: \$20K x 5 years
To a October Professional October (Market)		
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.		
	In this I want a state of a total laural to a second of the second of th	
Existing Business Action Driver: Demonstrated willingness to interact at	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	
national level.	educational material.	
		Headcount:
Name: National Jewish Hospital		Sponsorship Funding:
		Project Funding:
Type: Academic		
Type. //oddomic		
Willingness to Engage: High		
Existing Business Action Dragger:		
	Currently support Monsanto with access to serum for allergenicity screening for GM	
Existing Business Action Driver: Existing Business Action Driver: Existing	crops. Ideally would establish significnat 3rd party support including technical and	
supportive relationship on materials needed for allergen rtisk assessment. We currently support fellow in food allergy. Institution has willingness to engage	lay publications regarding GMOs and food allergy issue- which is chronically	
further including 3rd party articles on GM and food allergy. Highly influential	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	
group and may be helpful or essential in helping to deal with the allergy issue	stakeholders globally as well as address any concerns that AAP may have	
in our conversations with AAP (above)	regarding this issue.	
		Headcount:
Name:		Sponsorship Funding: Project Funding:
Donors/Foundation, Policymaker)		ojoos . anumg.
Willingness to Engage: High/Medium/Low		
Existing Business Action Dragger:		
Tier Two Targets (Neutral)	what Do we want to Accomplish?	Resources Needed
		Headcount: 0.1
Name: American College of Medical Toxicology		Sponsorship Funding: Project Funding: \$10K/yr x 3 years
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	
minoranty sceptical about activisuredo cialins oi potential narm.	safety issues. Seek educational module on GM crop safety from ACMT.	Headcount: 0.1
		Sponsorship Funding:
Name: American Medical Association		Project Funding: \$10K/yr x 3 years
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")		
	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	
Existing Business Action Driver: Highly regarded by public	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: Minor
Name: Am. Academy of Allergy, Asthma, and Immunology, AAAAI		Sponsorship Funding:
The state of the s		Project Funding: \$5K/yr x 5 years
Type: Scientific Professional Organization (Medical)		
MCHianness As Frances I link PA - Page 1		
Willingness to Engage: High/Medium/Low Medium	i	
Existing Business Action Dragger:	Manuscript in Medical Journal and lay version of content in a lay medical venue	
	Manuscript in Medical Journal and lay version of content in a lay medical venue such as Medline Plus or Web MD	Headcount: (Minor)
Existing Business Action Dragger: Existing Business Action Driver:		Headcount: (Minor) Sponsorship Funding:
Existing Business Action Dragger: Existing Business Action Driver: Name: American Assoc. of Nurse Practitioners		
Existing Business Action Dragger: Existing Business Action Driver:		Sponsorship Funding:

Existing Business Action Dragger: No existing relationship. School and hospital nursing assns historically tended to be negative on biotech foods.		
	Presentation and/or publication at next annual meeting	
Name: American Academy of Physicians Assistants Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker)		Headcount: (Minor) Sponsorship Funding: Project Funding: \$25K (2014) \$10K (2015)
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 Additional Notes:	Presentation and/or publication at next annual meeting	

Tab: Plant Sciences

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

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Donors/Foundation, Policymaker)		Project Funding:
Willingness to Engage: High/Medium/Low		
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Existing Business Action Dragger: Existing Business Action Driver:		
Name:		Headcount:
Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt.		Sponsorship Funding:
Donors/Foundation, Policymaker)		Project Funding:
Willingness to Engage: High/Medium/Low		
Existing Business Action Dragger:		
Existing Business Action Driver:		
Name:		Headcount:
Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt.		Sponsorship Funding:
Donors/Foundation, Policymaker)		Project Funding:
Willingness to Engage: High/Medium/Low		
Existing Business Action Dragger:		
Existing Business Action Driver:		
Additional Notes:		

Tab: Farm Orgs

rab: Farm Orgs				
Monsanto Stakeholder Engagement				
Tier One Targets (Positive)	What Do We Want to Accomplish?	Resources Needed		
Name:		Headcount:		
Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt.		Sponsorship Funding:		
Donors/Foundation, Policymaker)		Project Funding:		
Willingness to Engage: High/Medium/Low				
Existing Business Action Dragger:				
Existing Business Action Driver:				
Name:		Headcount:		
Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt.		Sponsorship Funding:		
Donors/Foundation, Policymaker)		Project Funding:		
Willingness to Engage: High/Medium/Low				
Existing Business Action Dragger:				
Existing Business Action Driver:				
Name:		Headcount:		
Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt.		Sponsorship Funding:		
Donors/Foundation, Policymaker)		Project Funding:		
Willingness to Engage: High/Medium/Low				
Existing Business Action Dragger:				
Existing Business Action Driver:				
Name:		Headcount:		
Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt.		Sponsorship Funding:		
Donors/Foundation, Policymaker)		Project Funding:		
Willingness to Engage: High/Medium/Low		1,		
Existing Business Action Dragger:				
Existing Business Action Driver:				
Tier Two Targets (Neutral)	What Do We Want to Accomplish?	Resources Needed		
	What Do We Wallt to Accomplish:			
Name:		Headcount:		
Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt.		Sponsorship Funding:		
Donors/Foundation, Policymaker)		Project Funding:		
Willingness to Engage: High/Medium/Low				
Existing Business Action Dragger:				
Existing Business Action Driver:				
Name:		Headcount:		
Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt.		Sponsorship Funding:		
Donors/Foundation, Policymaker)		Project Funding:		
Willingness to Engage: High/Medium/Low				
Existing Business Action Dragger:				
Existing Business Action Driver:				
Name:		Headcount:		
Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt.		Sponsorship Funding:		
Donors/Foundation, Policymaker)		Project Funding:		
Willingness to Engage: High/Medium/Low				
Existing Business Action Dragger:				
Existing Business Action Driver:				
Name:		Headcount:		
Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt.		Sponsorship Funding:		
Donors/Foundation, Policymaker)		Project Funding:		
Willingness to Engage: High/Medium/Low				
Existing Business Action Dragger:				
Existing Business Action Driver				
Existing Business Action Driver:				
Additional Notes:				

Tab: Local Govt

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

Tab: SRI

Tab: SKI				
Monsanto Stakeholder Engagement				
Tier One Targets (Positive)	What Do We Want to Accomplish?	Resources Needed		
Name:		Headcount:		
Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt.		Sponsorship Funding:		
Donors/Foundation, Policymaker)		Project Funding:		
Willingness to Engage: High/Medium/Low				
Existing Business Action Dragger:				
Existing Business Action Driver:				
Name:		Headcount:		
Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt.		Sponsorship Funding:		
Donors/Foundation, Policymaker)		Project Funding:		
Willingness to Engage: High/Medium/Low				
Existing Business Action Dragger:				
Existing Business Action Driver:				
Name:		Headcount:		
Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt.		Sponsorship Funding:		
Donors/Foundation, Policymaker)		Project Funding:		
Willingness to Engage: High/Medium/Low				
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Name:		Headcount:		
Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt.		Sponsorship Funding:		
Donors/Foundation, Policymaker)		Project Funding:		
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Tier Two Targets (Neutral)	What Do We Want to Accomplish?	Resources Needed		
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Name: Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt.		Headcount: Sponsorship Funding:		
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Donors/Foundation, Policymaker)		Project Funding:		
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Willingness to Engage: High/Medium/Low	4			
Existing Business Action Dragger: Existing Business Action Driver:				
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Name:		Headcount:		
Type: (Journalists, Academic, NGO, Public Institution/Trade Org, Govt. Donors/Foundation, Policymaker)		Sponsorship Funding: Project Funding:		
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