

Message

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Sent: 8/11/2008 2:47:13 PM
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Subject: RE: Media Relations Agenda -- 8/11/08 -- 10:00 - 11:00 a.m.
Attachments: Media Relations Planning Calendar_8.11.08.doc; Announcement_Event Planning Calendar_8.11.08.doc

We're going to abbreviate today's call due to travel schedules and a conflicting pricing discussion.

Thanks.
Darren

Room:
A2325S

Dial In:
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Media Relations Team Goals

*Proactively generate positive publicity for Monsanto that speaks to key audiences.
Develop and maintain key media relationships that deliver value to the company.
Journalists are our "customers." We will be responsive, innovative and transparent.*

AGENDA:

- Active Inquiries/Pending Media (15 minutes -- All)
 - a. Review/update chart
- Upcoming Announcements/Events (15 minutes -- All)
 - a. Review/update chart
- Issues That May Impact Coverage (15 minutes -- Garrett/Brad)
 - a. ???

Press Releases and Events -- Week of August 11

- On Tuesday, August 12, Monsanto will issue a press release at 7 a.m. highlighting the Whistle Stop III investor event. The third-annual summer field event for investors will be held at Monsanto's field research facility in Monmouth, Ill., allowing investors to get a firsthand look at the next-generation products in our R&D pipeline. The release discusses the upcoming RR2Y soybean launch and the value the product creates for growers, as well as the momentum of our corn business. In addition, the release highlights key milestones including: U.S. seed share, expanded trait penetration, preparation for SmartStax regulatory approval, international growth and the corn pipeline.
- Also on August 12, a new book will be released entitled, "Poisoned Profits: The Toxic Assault on Our

Children," written by Philip Shabecoff, the former environmental editor of the New York Times, and his wife, Alice, who is a freelance writer. The book's main thesis is chemicals in our society have increased incidence of disease in our children. Dozens of chemicals are discussed and many companies are singled out, including Monsanto. Former or current products mentioned include PCB's (and the contamination of Anniston), Agent Orange, dioxins, Roundup and Lasso (as examples of pesticides that potentially harm children), as well as Posilac and aspartame. It is expected Random House and various environmental groups will attempt to obtain media coverage for the book. The American Chemistry Council and CropLife International will manage the general questions about chemicals and their effect on children. Individual companies will answer questions about their own products. The Issues Team has developed statements on the company's former and current products.

- There is potential on Thursday, August 14, a research collaboration focusing on corn stover will be announced by ADM, Deere & Company and Monsanto. The joint release will announce the companies' intentions to research new approaches to harvest, store and transport corn residue for feed and fuel production.
- On Friday, August 15, Hugh Grant will be interviewed by NPR Marketplace host Kai Ryssdal here on campus. The taped interview will be featured on the show's "Conversations from the Corner Office" which is expected to run sometime the following week. The segment features Q&A from leading CEO's and has featured executives including: Andy Taylor, Enterprise-Rent-A-Car; Meg Whitman, e-Bay; and A.G. Lafley, P&G; among others.
- As early as next week, Monsanto plans to announce that farmers who participated in the initial Biotech Yield Endorsement (BYE) pilot program saved more than \$25 million. The program was introduced in 2008 in Iowa, Minnesota, Illinois and Indiana, lowering crop insurance premiums for farmers who planted YieldGard® triple-stack technology. Company research indicates more than 8 million acres were covered under the BYE program this season, which is nearly 20 percent of the total insured corn acres in the four pilot states.
- Additionally, Monsanto is presenting to the Risk Management Agency (RMA) on Thursday, August 14 an expanded BYE program proposal. Depending on the outcome of this meeting, a press announcement may occur to describe the expansion and identify the expansion states approved by RMA.
- Electronic price cards for traits and germplasm (corn & soy) have been distributed to the field sales organization. Field sales teams are having conversations with their respective customers now and expect hard-copy price cards will be mailed to dealers as early as 8/18. An additional mailing for the south is planned in mid-September.

Hope Shand research director from ETC Group, an anti-biotech advocacy organization, contacted Monsanto with questions about traits and seeds revenue. She also inquired on the number of companies we license our technologies to. Shand claims to be writing an article on the world's leading seed companies. The Public Affairs Issues Team provided her with basic information available from public information sources. Shand did not offer the specific date when the article/report would be published.



Media Relations
Planning Calend...



Announcement ...
Planning Calend...