INGENIOUS IDEAS DEPT.

New Solution To Old Problem

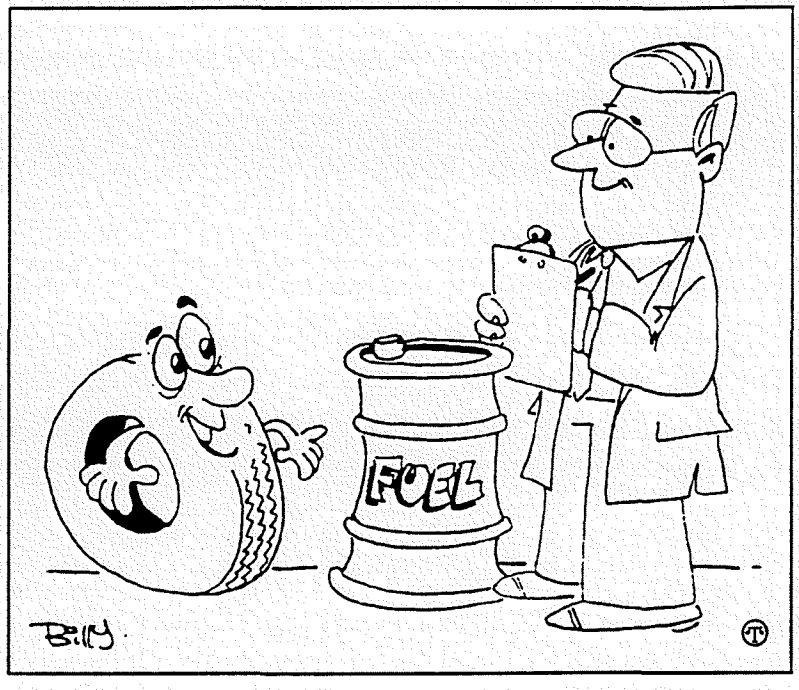
Parts of the Illinois landscape are littered with tires—two or three here, a pile of a thousand or more over there. They serve as breeding ground for disease-carrying insects. They can also catch fire, creating air pollution and the danger of injury to life and property.

The Utilities Team at the W. G. Krummrich Plant in Sauget, Illinois, has turned this problem into an opportunity. Working with the Illinois Department of Energy and Natural Resources, the Team has developed a program to burn scrap tires as fuel in the plant's steam-generating boilers.

The tires are shredded into fuel-grade chips known as tire-derived fuel (TDF). An 80 to 20 blend of coal and TDF is now being burned in the plant's boilers. Testing indicates that this blend actually burns more cleanly than coal alone, which means that boiler emissions to the atmosphere and surrounding community are reduced.

During the initial testing program in 1991, the company burned about 50,000 tires. At the time, this was the most extensive testing program ever conducted in the United States. During 1992, the plant is expected to burn up to a million tires.

The Utilities Team's use of the tires as well as fuel has been praised by the Illinois Environmental Protection Agency. The program received national recognition at a conference in Washington, D.C. It also earned the first-ever Environmental Citizenship Award from Confluence St. Louis, a group that stimulates cooperative community projects in the St. Louis metropolitan area.



Tire-derived fuel now burns more cleanly than coal alone.

The use of tires as fuel is especially significant for Monsanto Company. The Rubber and Process Chemical division of Monsanto is a major supplier to the tire industry. The use of tires as fuel means that rubber chemicals produced by Monsanto are also being disposed of in an environmentally responsible manner. Because TDF is lower in cost than the coal it replaces, the plant is demonstrating that environmental and economic responsibility go hand in hand.

In recognition of this accomplishment, Monsanto has named the Krummrich Plant as a recipient of a Monsanto Pledge Award, in the category of innovation.

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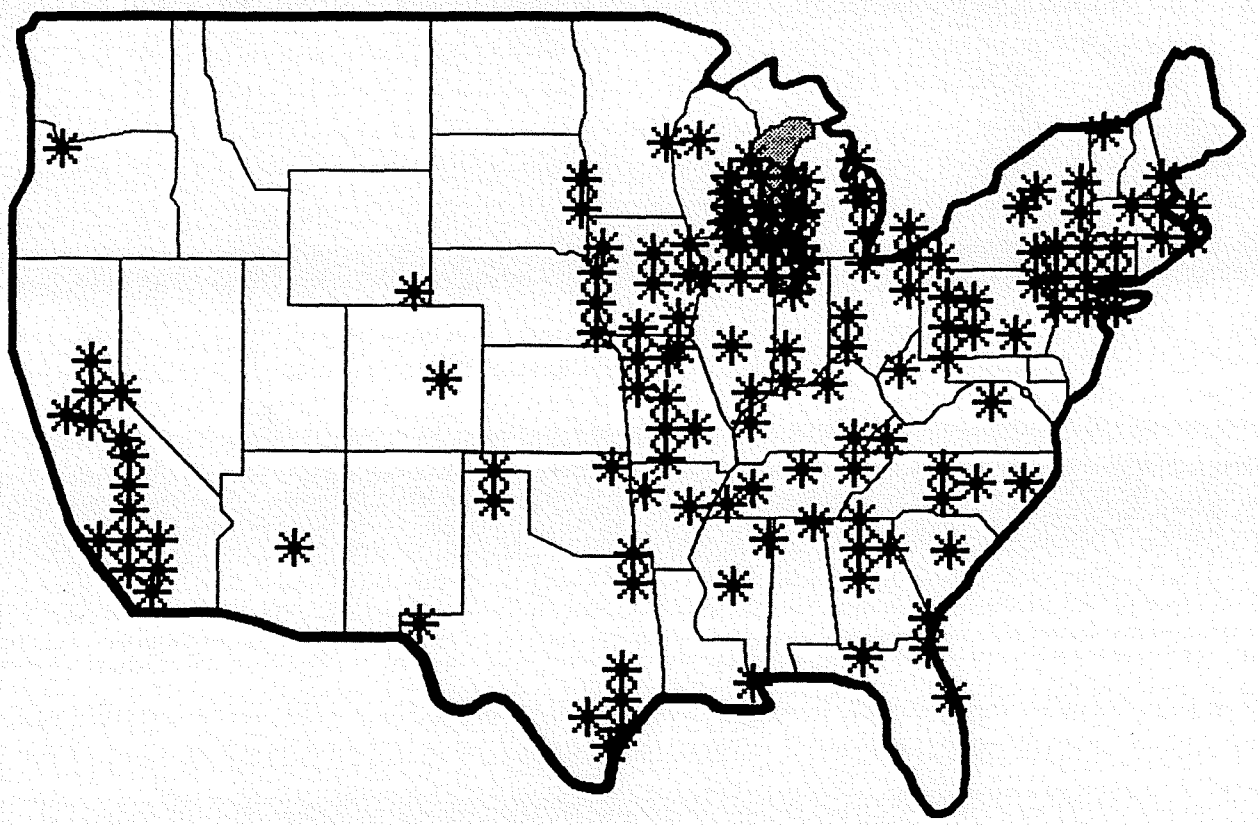
TIRE-DERIVED FUEL



This release has generated 756 newspaper articles in 34 different states, with a readership of 79,597,776 based on the fact that when placements are reported, 75% of the WRITE-INS come from places from which there are no clippings in hand.

Based only on clippings listed above, this release has appeared in 29 of the top 50 markets, 57 of the top 100 markets, and 74 of the top 300 markets. There are 492 placements from the top 50 markets, 672 placements from the top 100 markets, and 756 from the top 300 markets. Listed above are clips sent to you and placements known to exist because when a story appears in one newspaper, it automatically appears in one or more others in that group.

The cost of buying this space would have been$578775.33.

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Please note: In instances where the current circulation is not available, the computer uses the average circulation for all other clippings.

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