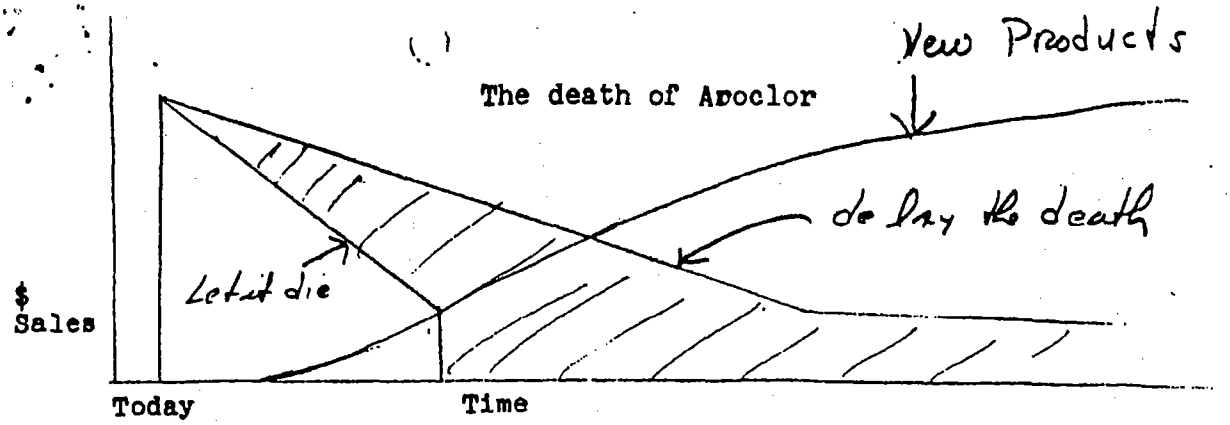


1. Delay the $ loss

   Affect on Monsanto's image and the attendant affect on other areas of our business.

   What's the size of the shaded area? How much (if anything) can we afford to spend to delay the loss?

2. How much of the total business can we gain back by offering replacement products? How soon? And on which products?

EXHIBIT 48

H. Bergen
HBERG

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