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Issues Management

Regulatory Affairs

Scientific Affairs

Eric Sachs

GCRST

March 6, 2006

Issues Management Team

Current members: Harvey Glick, Chris Horner, Eric Sachs*

- IMT implemented in 2000 to focus on biotech issues
- Cross-functional membership, including media affairs
- Complementary to chemical and toxicology issues management team

We have begun to collaborate more as critics increasingly attack Monsanto in addition to our technologies and products

IMT Role

Rapidly respond to emergent global scientific and technology challenges to Monsanto, our products and the use of biotechnology in agriculture to minimize any negative impacts to our business.

Deliverables

- Strategies
- Messages
- Resource Materials
- Third-party Support
- Industry Engagement
- Early Alert to MON Leadership

Approaches

- Responsive
- Prepared Responsive
- Pre-emptive

Issues Management process

- Identify potential or emergent issues that could negatively impact FTO
- Leverage functional expertise and external relationships to preempt issues or reduce issues impacts
- Engage and enroll independent experts
- Coordinate industry and trade group participation
- Provide expert commentary to regulators and other stakeholders
- Deliver credible information to the media

Leveraging internal and external resources

- IMT process is based upon leveraging internal and external expertise to address issues and to build support/acceptance of key influencers



- Engage industry through BIO, CLI, ABE, AgroBIO, ArgenBIO, AsiaBIO and via personal relationships

The media is an important ally and/or foe

The good...

Gene-modified corn gone from Mexico, study finds (Reuters)

GM crops - 'Scaremongering' (Times London)

The biotechnology program of the nation's largest university system opposes California's anti-GMO initiatives (CSUPERB, Sacramento Bee)

Sonoma County judge determines GE Free's ballot arguments...to be false and/or misleading (Sonoma County Farm Bureau)

Bt cotton study does not raise doubts over its effectiveness (The Press Trust of India)

Horseweed unaffected by herbicide (Western Farm Press)

The media is an important ally and/or foe

The bad...

'Food' a recipe for ruin (New York Post)

Genetically manipulated squash seeds illegally released into the environment (AP Germany)

The ugly...

GM farming can sterilise our fields for generations (The Daily Mail)

Govt scientists vouch Bt cotton doesn't have toxicity to kill bollworms (Hindu Business Line)

Roundup is killing off amphibians, ecologist says (St. Louis Post-Dispatch)

Revealed: health fears over secret study into GM food (Independent)

Engagement by 3rd-parties lessens controversy

- 3rd-parties, including regulatory authorities, scientists and industry groups, are usually the best sources for addressing alarmist claims
- Monsanto engagement can be like pouring fuel on a fire – it's just what biotech critics and the media want

Examples:

Bt cotton performance in India – Kranthi

Transgenes in Mexican maize – Ortiz-Garcia, Snow

Pesticide use in biotech crops - Benbrook

MON 863 rat study – Pusztai

Philippines allegations of immune reactions – Traavik

Bt resistance in Australia – Mahon, Gunning

Monsanto vs. US Farmers – Center for Food Safety

Anticipation and preparation increases success

- Reacting to issues already in the press rarely achieves a neutral outcome
- Anticipate issues and prepare internal stakeholders and external spokespersons to address issues publicly
- Although some issues will not be avoided, it is much more likely that there will be less drama and a neutral to positive outcome

Examples:

Transgenes in Mexican maize – Ortiz-Garcia, Snow

Bt resistance in Australia – Mahon, Gunning

COPMOP2 in Canada – Public Sector Scientists

Seminis squash in Germany – Local authorities

Brassica rapa in Canada – CCC, CFIA, governments

Issues Management

Regulation

Questions?

Eric Sachs

GCRST

March 6, 2006

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