

Message

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Subject: Dicamba Advisory Council - Meeting Follow-up
Attachments: image001.gif; Dicamba Advisory Council Summary - Day One 092809.docx; Dicamba Advisory Council Summary - Day Two 092909.docx; Dicamba Advisory Council - Breakout Group Notes.doc; Dicamba Advisory Council - Participant Emails.xlsx

Dicamba Advisory Council Participants-

Thanks again for the great meeting in St. Louis! We hope you found the discussions as valuable as we did, and look forward to continue collaborating on the opportunities and issues identified as the dicamba tolerant technology is introduced. As a follow-up to the session, I've attached four files that cover the following:

- Summaries for both days of the meeting
- Notes from the group breakout sessions during the second day
- Emails for all meeting participants

Over the next couple weeks, we will be in contact with you to discuss the plan moving forward to begin addressing the outcomes from the meeting. As always, if you have any questions or comments, please do not hesitate to contact me.

Best regards,

Jay

Jay Kelley

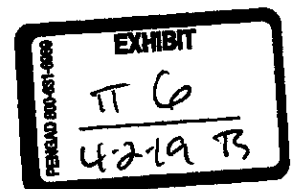
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Dicamba Advisory Council – Day One 9/28/09

Attendance

Cress Hizer – Agribusiness Council of Indiana	John Eberwine – Monsanto
Adam Hart – John Deere	Mindy Whittle – Monsanto
Stanley Culpepper – University of Georgia	Lisa Flynn – Monsanto
John Allen – Brandt Consolidated	Ben Kampelman – Monsanto
Scott Bretthauer – University of Illinois	Don Edgecomb – Monsanto
Laura Jesse – Iowa State University	Luke Bozeman – Monsanto
David Wright – Iowa Soybean Association	Simone Seifert-Higgins – Monsanto
Steve Myers – Busey Ag Resources	Jennifer Ralston- Monsanto
Steve Smith – Red Gold, Inc.	Richard Voth – Monsanto
Tamara White – Illinois Farm Bureau	Matt Faletti – Monsanto
Bryan Young – Southern Illinois University	Cindy Arnevik – Monsanto
Ryan Wolf – Winfield Solutions, LLC	Dave Buelt – Adayana
Phil Miller – Monsanto	Jay Kelley – Adayana
Kim Magin – Monsanto	Kyle Staley – Adayana
Molly Cline – Monsanto	



Discussion Summary

- 1. Welcome and Introductions – Kim Magin**
- 2. Opening Comments – Phil Miller**
 - Intent of the Council is to help bring the Dicamba product forward.
 - The challenge to agriculture going forward is how do we produce enough fiber, fuel, and feed for the world?
 - Monsanto strives to double the productivity using 1/3 less resources.
 - Historically, US farmers have been willing to accept innovation, and as such the US has been able to produce enough to help feed, fuel, and clothe the world.
 - Key takeaway for this group: How can the Dicamba Advisory Council help steward the dicamba technology so that it is used properly to benefit all?
 - The US grower is in position to meet the challenge for the growing global food demand.
- 3. Overview and Expectations for the Dicamba Advisory Council – Jay Kelley**
 - Objectives for the Council:
 - i. Proactively identify the potential issues/opportunities that may arise with the launch of Dicamba Tolerant soybeans.
 - ii. Engage industry stakeholders from a variety of fields involved with the Dicamba Tolerant technology to gain insights and perspectives.
 - iii. Equip stakeholders with information, resources, tools, and best management practices necessary to ensure responsible usage of the product, which untimely will provide benefits to all parties.
 - Expectations for the Council:
 - i. Provide candid input and perspectives on the Dicamba Tolerant technology as it is being developed.
 - ii. Communicate with represented stakeholder groups as the technology is introduced.
 - iii. Engage with a variety of industry leaders from various fields.
 - iv. Continually serve as a point of contact for Dicamba Tolerant technology information and insights.
 - v. Help Monsanto create a win-win for the industry by shaping the most effective overall strategy.

Participant Expectations:

- Enable older technologies to support higher yields.
- Address stewardship concerns.
 - i. Water quality.
 - ii. Good neighbor.
 - 1. A potential PR issue exists if neighbor drift issues aren't treated with respect.
- Provide appropriate tools to growers, developed based upon stakeholder dialogue.
- Determine how to provide growers with sustainable returns with the product and how to communicate the overall value.
- Improve overall weed control.
- Understand how to identify and diagnose Dicamba damage.
 - i. Help homeowners determine appropriate actions.
- Learn more about the Dicamba Tolerant technology.
 - i. Learn how to discuss the advantages and disadvantages with others.
 - ii. Be proactive and get on the front side of weed resistance.
 - iii. Learn what drift damage looks like for Dicamba.
 - iv. Understand the technology and value to growers and retailers, communicate to growers and agronomists.
- Identify areas of research needed to support technology and educate stakeholders.
- Identify sprayer / applicator tips and how to communicate most effectively with sprayers / applicators.
- Collectively figure out how to make Dicamba land on the target area and stay in the target area.
 - i. Identify proper tank clean-out procedures (1/1200 can make a difference in some crops).
- Gather overall concerns / misperceptions and develop plans to address.
 - i. Gain input from all constituencies
 - ii. Determine what needs to be done prior to launch specific to concerns.
- Figure out the educational and communication processes with growers and agronomists.
 - i. When it comes time to get the job done (spraying), and there is a time crunch, some people will lose their better judgment, and apply when they shouldn't.
 - ii. Helping growers understand best practices.
- Learn about the soybean Dicamba trait roll-out and how to apply to cotton.



- Understand what a successful product roll-out looks like.
 - i. Determine what needs to be done prior to a successful product launch.
 - ii. As we (Monsanto) commercialize the product (Dicamba tolerance), how do we communicate the product benefits, values?
- Better understand the customer drivers.
- Understand the overall value and how it will affect application equipment.
 - i. Learn what we need to keep in mind as a manufacturer of application equipment.
- Address fears, both real and unfounded.
 - i. Develop ability to have appropriate candid discussions.
 - ii. Example: Red Gold suffered over \$1 million dollars in drift damage in 2007 and 2008.
 - iii. Losses this year, 2009, were half of that, but the hope is that some of the reduction is due to drift awareness programs they have been administering.
 - 2. Developed a website called drift watch (www.driftwatch.org) with Purdue.
 - iv. Build other tools for the tool box to battle untrue information/perceptions.
- Determine plan for supporting specialty growers through minimizing drift, etc.
- Raise awareness of drift issues, particularly farm-to-farm, in order to minimize farm-to-farm conflicts.
- Gut check what the issues are in the industry.
 - i. Listen and learn what can systematically be done for these issues.
 - ii. We (Dicamba Advisory Council) identify problems early so that we can mitigate them.
 - iii. Help anticipate what the challenges are going to be.
 - iv. Hear and understand all the concerns about Dicamba.
- Develop two-way communication between Monsanto and Council and between Council and stakeholders.
 - i. Monsanto wants to hear the good, the bad, and the ugly.
 - ii. Validating what we (Monsanto) think we know.
 - iii. Learning what we (Monsanto) don't know.
 - iv. Continued stakeholder dialog and candid conversation.
 - v. Offer advice and input on the front end, rather than complain on the back end.
- Identify how to communicate solutions most effectively through the media.
- Demonstrate Monsanto's commitment to the industry and work with industry stakeholders to develop systems that address specific concerns.

4. Key Learnings from the Roundup Ready Launch – Molly Cline

- Stakeholders in the value chain want to know what the next link thinks.
- Opponents (of Roundup Ready and biotechnology) did a good job of using the internet, and Monsanto was not prepared for that in the mid 90s.
- Identify who would be the Dicamba stakeholders, beside the growers.
- We cannot lose sight that all areas of agriculture are being questioned.
 - i. Is this natural?
 - ii. Is this sustainable?
- Everyone gets their opinion out there whether it is based on fact or not.
- Key elements for success when launching a new technology:
 - i. Industry leadership of the process in preparing one's own industry and customers for a new technology platform.
 - ii. Creation of a forum/council for all members of the respective value chain to dialogue.
 - iii. Addressing the needs/questions of each sector and developing appropriate work plan and tool box.
 - iv. Transparency.
 - v. Industry agrees on public messages and takes lead with the media.
 - vi. Each industry/crop/product will need to identify its own unique elements.
- sugarbeets launched a new product successfully by following the key elements outlined and now wheat is doing the same.

Group Takeaways from Discussion

- We must start communications early.
- We must involve the grower from day one.
- If the grower sees the value, then he/she will readily adopt it.
 - i. Need for visibility to trials.
- We need to address all concerns.
 - i. If anybody has an off-the-wall question, it needs to be addressed because someone else probably has it.
- Need to make sure we simplify our message and it relates to the stakeholders throughout the value chain.
- We need to realize that Dicamba is known to farmers, but not consumers.
 - i. Roundup had been in a lot of consumer markets; Dicamba has not had a large usage in the homeowner/consumer market so they may not be as comfortable with it.
- Lack of information will be filled in with misinformation or incorrect information.

- We need to educate processors and other members of the value chain, both in the US and internationally.
- We need advocates in the industry.
 - i. We need to get their buy-in and bring them on-board.
- We need to provide full education on application techniques and provide specific instructions to applicators.
- Oversimplification can be a dangerous thing.
 - i. Need to be careful with that simple message; it brings in the danger of miss-use.
 - ii. If the thinking is that it's so easy it can't be done wrong, it will be done wrong.
- We need to provide information and education on environmental impacts and concerns (does it bind to the soil, etc.?).
- We need to be able to provide benefits beyond weed control – including tillage (no-till) and other benefits.
- We need to be able to address the impact on the composition of the grain – demonstrate nutritional equivalence and other impacts that are of concern.
- We need to be able to answer a variety of questions relative to the potential combination with Roundup Ready and the overall value of stacked seed.
 - i. Is Monsanto going to combine Dicamba technology right away with the Roundup Ready trait?
 - ii. We need to be able to address the question of who is paying to cover the cost of the technology.

5. Monsanto's Future Pipeline Overview – Cindy Arnevik

- Dicamba is a key piece of the future pipeline.
- The introduction of Roundup Ready increased the slope of the yield trend line in soybeans.
 - i. Better weed control.
 - ii. Increased market for new soybean seed.
 - 1. Increased plots planted by Monsanto.
 - 2. Increased investment allowed the ability to find new hybrids and increase yields through breeding.
- Monsanto is using new technologies to study the genetic materials of a seed without destroying the seed.
 - i. Soybean chipper.
 - 1. Shave a piece of the seed off and do a genetic test on the shaving.

2. Do not need to wait to collect genetic material from a grown plant.
 - ii. MRI.
 1. Calculate oil content of the seed without destroying the seed.
 - Genuity Roundup Ready to Yield (RR2Y).
 - i. Average gain of 3.7-4.1 bu/acre over competitor Roundup Ready trait (both non-treated seed).
 - Various technologies in the pipeline will enable better oil quantities, improved output traits, and require less input resources.
- 6. Key Takeaways from Day One – Group Discussion**
- Understand what a successful product launch looks like.
 - i. Understand the technology and value to growers and retailers.
 - ii. Understand the real concerns for various stakeholder groups.
 - iii. Understand the technical and stewardship applications that can be used to mitigate concerns.
 - iv. Develop potential solutions to address the concerns specific to each group.
 - v. Educate growers, retailers, processors, consumers, and other stakeholders.
 1. Address fears.
 2. Drift awareness.
 - Identify areas of research and diagnosis.
 - Council collaboration and common mission.
 - Involve growers from the very beginning.



Dicamba Advisory Council – Day Two 9/29/09

Attendance

Cress Hizer – Agribusiness Council of Indiana

Adam Hart – John Deere

Stanley Culpepper – University of Georgia

John Allen – Brandt Consolidated

Scott Bretthauer – University of Illinois

Laura Jesse – Iowa State University

David Wright – Iowa Soybean Association

Steve Myers – Busey Ag Resources

Steve Smith – Red Gold, Inc.

Tamara White – Illinois Farm Bureau

Bryan Young – Southern Illinois University

Ryan Wolf – Winfield Solutions, LLC

Kim Magin – Monsanto

John Eberwine – Monsanto

Mindy Whittle – Monsanto

Lisa Flynn – Monsanto

Ben Kampelman – Monsanto

Don Edgecomb – Monsanto

Luke Bozeman – Monsanto

Simone Seifert-Higgins – Monsanto

Richard Voth – Monsanto

Matt Faletti – Monsanto

Cindy Arnevik – Monsanto

Dave Buelt – Adayana

Jay Kelley – Adayana

Kyle Staley – Adayana



Discussion Summary

1. Dicamba Tolerant Technology – John Eberwine

- The Roundup Ready system revolutionized weed control when launched.
 - i. The development of glyphosate weed species creates need for second mode of action
 - 1. Near-term solution: incorporate selective residual and post-emergence chemistries to address weed control gaps.
 - 2. Long-term solution: develop a next generation herbicide tolerant solution.
- Various competitive products will be introduced to the market over the next ten years, and Monsanto is aggressively developing Dicamba tolerance to complement the Genuity Roundup Ready 2 Yield system.
- Early testing indicates high tolerance for high rates of Dicamba.
 - i. Seeing high tolerance success.
 - 1. Up to a 1 lb/acre pre-emergence and .25 - .5 lb/acre per application.
- Key ongoing trait development activities:
 - i. Developing Dicamba Tolerant / Roundup Ready 2 Yield soybean lines.
 - ii. Completing regulatory field and greenhouse trials.
 - iii. Conducting field trials to determine exact system and formulation specifications.
- Expect launch during the middle of next decade, with exact date unknown due to shifting timelines.
- The Dicamba Tolerant technology will be one component of the multiple modes of action for growers.
- To bridge the gap until the Dicamba Tolerant technology is introduced, numerous best practices have been identified for controlling specific weed species.

2. Dicamba Chemistry and the RR2Y Weed Control System – Don Edgecomb

- Dicamba was introduced in 1965, and has a noted history for excellent broadleaf weed control activity.
 - i. To date, Dicamba use focused heavily in corn and pasture throughout the Midwest.
- Dicamba Tolerant technology makes sense due to the following:
 - i. Development of Roundup resistance in key weeds.
 - ii. Excellent complement to Roundup.
 - iii. Few documented cases of resistance since introduced.
 - iv. No regulatory issues.
- Product positioning for the Dicamba weed control system includes a pre-plant burndown, an initial over-the-top application (~6" weeds), and a second in-crop application if necessary.
- In trials to date, side-by-side comparisons of Roundup only versus Roundup and Dicamba mixtures have proven the effectiveness of Dicamba for controlling glyphosate-resistant weeds.
 - i. However, when used improperly, Dicamba can cause crop injury.
 - 1. Injury specific to sensitive crops mainly occurs through direct, particle spray drift, off-site movement of volatile active ingredient, or contamination of application equipment.
 - ii. Improvements have been made over time to Dicamba formulations to address volatility.
- The Dicamba Stewardship Initiative has been developed to create a robust program for responsible management of growth regulator herbicides in tolerant crops, and engage all technology stakeholders in open and transparent dialogue.
 - i. As part of the initiative, the Dicamba Academic Advisory Council was created to provide input into the development of an effective weed control system to maximize freedom of choice for growers and enable co-existence with Dicamba sensitive crops.
- With the proper information, resources, and tools, the Dicamba Tolerant technology can be successfully launched, providing value to growers while presenting minimal risk to other stakeholders.

3. Issue and Opportunities Brainstorm – Group Discussion

- Tank mix partners should be a targeted stakeholder group due to the importance of feeding lines, nozzles, spray patterns, etc.
- The complexity of traits could be a challenge to manage for growers and applicators.
 - i. There are a lot of different possible combinations from multiple traits, applications, and mixes; how will a grower or applicator remember where to spray which mixture?
- Precision farming can help prevent application in the wrong areas.
 - i. However, application technology can create overconfidence in the technology, leading to misuse and loss of efficacy of the application.
- The Dicamba Tolerant launch may serve as a platform to educate stakeholders on other related issues, such as biotechnology, chemical application, and drift.
 - i. Homeowner questions could stem from concerns around food contamination, aesthetics (drifting onto gardens and landscaping), carcinogenic fears, chemical trespassing, and the fear of unknown (a herbicide other than Roundup).
- A potential issue could exist if growers do not perceive the value of Dicamba as part of the multiple modes of action solution.
 - i. Why buy Dicamba if \$9/gallon Roundup kills everything?
- Off-target movement (drift, volatility, and managing additives) will be a primary issue.
 - i. Concern over loss of insurability could become an issue.
- Managing various stakeholder relationships will be a challenge but if done effectively, could present numerous opportunities.
- As other technologies are introduced in the future, managing stewardship and implications will be critical.
- Providing environmental impact information could be critical.

4. Issue/Opportunity Prioritization (A,B,C) – Group Discussion

- Priority A.
 - i. Off-target movement.
 1. Neighbor fields.
 2. Home gardens.
 3. Application technology.
 - ii. Sensitive, high-value crops.
 1. Organics.
 2. Tomatoes.

- 3. Vineyards.
 - iii. Pricing/ value.
 - iv. Weed control efficacy (in the South).
 - v. Utilize Dicamba launch to educate stakeholders.
 - Priority A/B.
 - i. Equipment contamination.
 - ii. Potential for Dicamba resistance.
 - iii. Stewardship / implications of other technologies.
 - 1. How can anyone tell the difference between our drift and somebody else's drift?
 - Priority B.
 - i. Homeowner concerns (food contamination).
 - ii. Addition of more chemistry to the acre.
 - 1. They will say, "Monsanto you created a problem, and now you are forcing more chemistry onto the acre."
 - iii. Tank mix partners.
 - iv. Complexity of varying traits.
 - v. Managing various stakeholder relationships.
 - 1. Could become an issue later when neighbors start suing each other.
 - Priority C.
 - i. Misapplication.
 - ii. Weed control efficacy (in the Midwest).
 - iii. Insurance companies.
- 5. Stakeholder Group Prioritization (A,B,C) – Group Discussion**
- Priority A.
 - i. Dicamba susceptible growers.
 - ii. Dicamba Tolerant growers.
 - iii. Retailers/ custom applicators / state agribusiness associations.
 - iv. Commodity organizations.
 - v. Academic community.
 - vi. Farm managers/ CCAs / consultants.
 - vii. USDA (trait approval).
 - viii. EPA (chemical approval).
 - ix. Equipment / applicator manufacturers.
 - x. Spray equipment / nozzle manufacturers.
 - xi. State pesticide regulators.



- xii. Media.
 - Priority A/B.
 - i. Processors/wholesalers and landscapers of specialty crops.
 - Priority B.
 - i. Farm Bureau.
 - ii. Environmental organizations.
 - iii. Organic growers (if drift is not an issue).
 - iv. Homeowners.
 - Priority B/C.
 - i. Consumers.
 - Priority C.
 - i. Insurance industry (now).
 - 1. If we do everything right, it should stay a C.
- 6. Addressing Issues and Opportunities – Breakout Groups**
- Results in separate attachment.
- 7. Session Wrap-up – Kim Magin**
- Looking forward to continuing the collaboration on the Dicamba Tolerant technologies.
 - As members of the council, continue to provide feedback to the Monsanto team to ensure that the technology benefits all stakeholder groups.

Priority Description:

A = Pre-launch focus

B = Post-launch focus

Stakeholder: Dicamba Susceptible Growers		
Issue / Opportunity	Implication	How to Address
Off-target movement	<ul style="list-style-type: none"> • Crop loss • Lawsuits and financial implications • damaged quality • negative press around pesticides, • homeowners and organic growers 	<ul style="list-style-type: none"> • Better understanding of movement of the herbicide/molecule in varied environments • Encourage research of the herbicidal application – collect and summarize learnings • Education and stewardship • Apply the learnings of glyphosate drift to dicamba; then tailor and expand for dicamba use • Enforce use of least-risky formulations vs. the use of generic herbicides • Restricted use of herbicide application to dicamba? – who applies for this? Advantageous • Spray zones • Spray timings • Indemnity fund for crop loss – who funds?
Managing Relationships		

Stakeholder: USDA		
Issue / Opportunity	Implication	How to Address
Approval of the trait	Without approval of the trait, commercialization isn't possible.	<ul style="list-style-type: none"> • Strong regulatory package • Stakeholder engagement on public comment periods
Freedom to operate, above and beyond the requirements	If the trait gets approved, lawsuits could trump a growers ability to choose to plant the technology	<ul style="list-style-type: none"> • Strong regulatory package • Stakeholder engagement on public comment periods
Label amendment for the dicamba formulation	Illegal to apply dicamba on dicamba-tolerant crops	

Stakeholder: Processors/Wholesalers (Specialty Crops)		
Issue / Opportunity	Implication	How to Address
Loss of contracted product	<ul style="list-style-type: none"> • Loss of short-term business • Loss of long-term business • If barriers to operating get too difficult, loss of contractors willing to grow specialty crops (risk/reward is out-of-balance) • Potential for lost markets 	<ul style="list-style-type: none"> • Understand the product and properly steward it • Regulatory approvals • Ensuring the awareness of detection methods so that grain processors can manage it
		A

Stakeholder: Media		
Issue / Opportunity	Implication	How to Address
Misunderstanding; Overregulation	Loss of freedom to operate	<ul style="list-style-type: none"> • Increase information available to the general public / media
Commercialization delays	Inability to offer a new product to farmers	
Additional Lawsuits	<ul style="list-style-type: none"> • Loss of freedom to operate • Inability to offer a new product to farmers 	
Demonstrate commitment to addressing weed resistance / increasing value	Improved image for Monsanto in the agricultural community	<ul style="list-style-type: none"> • Balance commercial opportunity vs. best management practices for weed control • Reinforce agronomic best practices • Consistent weed management messaging from Monsanto corporate, technology development, third-parties and academic experts
		Late A through B

Stakeholder: Farm Managers and Consultants		
Issue / Opportunity	Implication	How to Address
Price and value	Product adoption	Communicate how Monsanto effectively measures value and shares across channel.
Correct recommendation in alignment with product use guidelines.	Dissatisfied customer, unmet expectations	Early engagement, training, field demonstration and education on use.
Addition of Chemistry	Tank incompatibility, effectiveness	Label guidelines, training, timing
		A with continuing into B

Stakeholder: Retailers/Custom Applicators/State Agribusiness Organizations		
Issue / Opportunity	Implication	How to Address
Off target movement	Liability, customer satisfaction	Proper equipment, application stewardship, training modules, certification programs, specific and targeted, commercial and grower
Contamination	Liability, customer satisfaction	Same as previous, cleanout protocols information and resources
Misapplication to wrong field	Liability, customer satisfaction	Same as previous, field ID (important early in adoption) to ensure minimal mistakes
Pricing and value	Product adoption	Communicate how Monsanto effectively measures value and shares across channel.
		A with continuing into B

Stakeholder: EPA			
Issue / Opportunity	Implication	How to Address	Priority
Off target movement	Mandated buffers, use restrictions	Proactively implement drift reduction systems and broad stewardship with training	A through B
Residue tolerances	Must be established to commercialize	Appropriate studies to support usage of technology	A through B
Environmental impact	Endangered species, groundwater, restricted use	Stewardship of product; safety studies	B
Weed Resistance	Mandated use with restrictions	Directions for use consistent with resistance management strategies	A through B

Stakeholder: State Pesticide Regulators			
Issue / Opportunity	Implication	How to Address	Priority
Off target movement	High visibility and localized and focused creates risk of localized restrictions	Proper equipment, application stewardship, training modules, certification programs, specific and targeted, commercial and grower	A
Sensitive high value crops	High visibility and localized and focused creates risk of localized restrictions	Proper equipment, application stewardship, training modules, certification programs, specific and targeted, commercial and grower	A
Homeowner	High visibility and localized and focused creates risk of localized restrictions	Proper equipment, application stewardship, training modules, certification programs, specific and targeted, commercial and grower	A

Stakeholder: Academics		Implication	How to Address	Priority
Issue / Opportunity				
Local Adoption of Technology	Localized recommendation for growers: <ul style="list-style-type: none"> • Weed control • Resistance management • Germplasm (variety testing) 	Key academics to influence peers, extension activity Demos for growers (answer plots)	A	
Education/Stewardship	How to protect this technology? Extent life of technology	Weed control systems recommendation, Demonstrations	A	
Basic Research opportunity		How to tank cleanout, to address volatility, spray drift	A	

Stakeholder: Equipment/Spray Manufacturers		Implication	How to Address	Priority
Issue / Opportunity				
Equipment contamination	Identify components that need to be cleaned	Education of tank clean-out "Dicamba deactivator" Systems improvement: <ul style="list-style-type: none"> • Improvements to clean booms (removable endcaps to clean booms) • Inline injection system 	A	
Particle drift		Education on spray systems, nozzles, (computer interface) Evaluations of new systems: <ul style="list-style-type: none"> • Nozzles • Boom systems 	A	
Off target spray	Spraying chemical on "non-treated" acres	Automatic sprayer shut-off	A	

Stakeholder: Dicamba-tolerant Grower (see value in trait)		
Issue / Opportunity	Implication	How to Address
Weed management tool for resistant/hard-to-control weeds	Responsibility and stewardship that comes with the trait	<ul style="list-style-type: none"> Grower education Define financial value to the grower
Yield component		Demonstrate yield and other agronomic benefits of technology
		Priority A through B

Stakeholder: Dicamba-tolerant grower (do not see value in trait)		
Issue / Opportunity	Implication	How to Address
Acceptance by grower who doesn't have resistance issues	Acceptance: Why should I pay for something I don't need?	<p>Define value thru education:</p> <ul style="list-style-type: none"> Greater sustainability of weed control system "Flexibility" added disease resistance "Protection" from your neighbor
		Priority Prior to launch

Stakeholder: Commodity Organizations (ADM, Bunge, Cargill)		
Issue / Opportunity	Implication	How to Address
Export Market	Maintaining export markets with trait introductions	<ul style="list-style-type: none"> Communication of approvals of traits in major export markets (Mexico, China are main markets – approval before trait launch) Effective channeling (does not work for countries with zero tolerance)
Quality/Processing quality (meal)	Testing for quality of product	<ul style="list-style-type: none"> Establish communication that DT soy are substantially equivalent to non-DT soy (germ, seed composition, disease susceptibility, etc.) => USDA approval
Maintaining/increasing profitability	Maintain weed control/system, commodity price	<ul style="list-style-type: none"> Valuation of trait and chemistry Show added value which influences adoption rate
		Priority A