

Farmer Potential Realized



GENUITY™ WILL UNITE, SIMPLIFY AND DIFFERENTIATE MONSANTO'S TRAITS

Having introduced more traits than all other agricultural companies combined, Monsanto is the leader in trait technology innovation. Market research has shown that farmers quickly associate Monsanto traits with reliable, consistent yields and they view traits as helping to enhance their overall productivity. They are also aware of the numerous traits coming through the Monsanto pipeline such as drought tolerance, cold tolerance, nitrogen use efficiency, yield enhancement and more.

In an effort to build on positive current farmer perceptions and simplify the introductions of numerous future traits, we're going to unite the latest and all future Monsanto traits in a single trait master brand.

Genuity™ will be the brand that farmers can always trust as the gold standard for performance in trait technology. Farmers will no longer have to be educated about each and every new trait that hits the marketplace. **The only thing they'll need to know is:**

THE GENUITY BRAND DESCRIBES THE FAMILY OF TRAITS THAT ENABLES THEM TO DO WHAT THEY DO BEST EVEN BETTER.

OBJECTIVES AND OUTCOMES OF GENUITY

OBJECTIVES	OUTCOMES
<p>UNITE</p> <p>Unite the latest and future Monsanto traits with a single brand</p>	<ul style="list-style-type: none"> • Establishes the gold standard in trait technology • Builds brand equity • Accelerates the adoption of Monsanto traits
<p>SIMPLIFY</p> <p>Simplify the farmer's trait decision by creating a unique, proprietary brand</p>	<ul style="list-style-type: none"> • Allows farmers to more easily recognize our traits • Enables farmers to readily understand and select our traits
<p>DIFFERENTIATE</p> <p>Differentiate our traits based on our innovative technology leadership and superior performance</p>	<ul style="list-style-type: none"> • Distinguishes Monsanto traits from alternative platform offerings, enabling us to demonstrate the increased value of our technology

Genuity™ Brand Identity System

The Genuity™ Brand identity system will make it easy for farmers to see what's in the product. Icons representing weeds, insects, weather and productivity illustrate clearly what the traits do. Under the appropriate icons, the traits in the seed will be listed.

Identity System Example



Identity System Icons

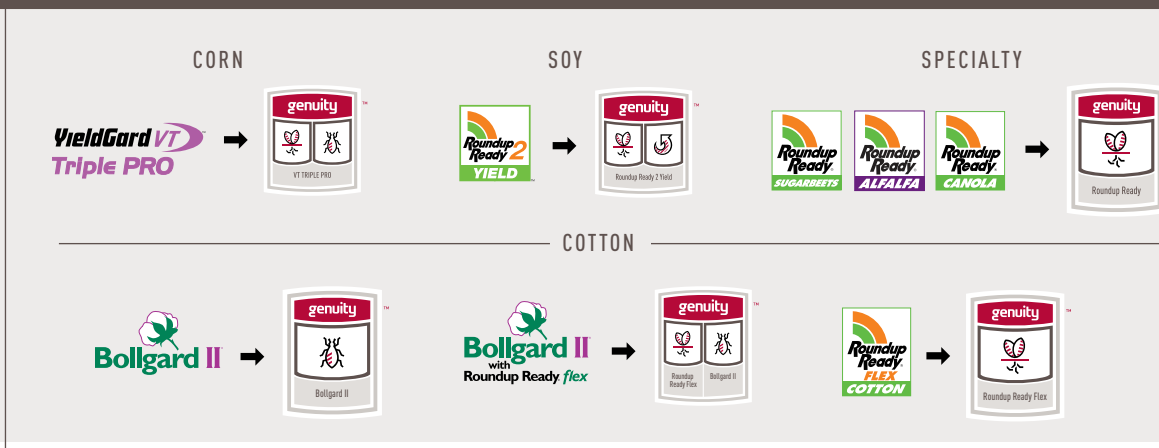


FIRST TRAITS IN THE GENUITY BRAND FAMILY

FIRST TO LAUNCH



MIGRATING INTO THE GENUITY BRAND FAMILY



NOT MOVING UNDER THE GENUITY BRAND FAMILY



THE GENUITY BRAND WILL GIVE FARMERS A WAY TO DISTINGUISH TRAIT INNOVATION FROM TRAIT IMITATION AND CREATE DEMAND FOR BRANDS THAT HAVE IT.

Monsanto Company is a member of BIO's Excellence Through Stewardship(SM) (ETS) Initiative. This product has been commercialized in compliance with the ETS and Monsanto Product Launch Stewardship policies, after meeting applicable regulatory requirements in key export markets with functioning regulatory systems. Any crop or material produced from this product can only be exported to, or used, processed or sold in countries where all necessary regulatory approvals have been granted. It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted. Monsanto encourages growers to talk to their grain handler to confirm their buying position for this product. Cottonseed containing Monsanto traits may not be exported for the purpose of planting without a license from Monsanto.

B.t. products may not yet be registered in all states. Check with your Monsanto representative for the registration status in your state.

Growers may utilize the natural refuge option for varieties containing the Bollgard II® trait in the following states: AL, AR, FL, GA, KS, KY, LA, MD, MS, MO, NC, OK, SC, TN, VA, and most of Texas (excluding the Texas counties of Brewster, Crane, Crockett, Culberson, El Paso, Hudspeth, Jeff Davis, Loving, Pecos, Presidio, Reeves, Terrell, Val Verde, Ward and Winkler). The natural refuge option does not apply to Bollgard II cotton grown in areas where pink bollworm is a pest, including CA, AZ, NM, and the above listed Texas counties. It also remains the case that Bollgard® and Bollgard II cotton cannot be planted south of Highway 60 in Florida, and that Bollgard cotton cannot be planted in certain other counties in the Texas panhandle. Refer to the Technology Use Guide and IRM Guide for additional information regarding Bollgard II, Bollgard, natural refuge and EPA-mandated geographical restrictions on the planting of B.t. cotton.

Roundup Ready® Alfalfa is not currently available for sale and must not be promoted until further notice.

ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Roundup Ready® crops contain genes that confer tolerance to glyphosate, the active ingredient in Roundup® agricultural herbicides. Roundup® agricultural herbicides will kill crops that are not tolerant to glyphosate. SmartStax and Design™ commercialization is dependent on many factors, including successful conclusion of regulatory process. SmartStax and Design™ has not been registered by the U.S. Environmental Protection Agency. It is a violation of federal law to promote or sell an unregistered pesticide. **IMPORTANT: Grain Marketing and Seed Availability: YieldGard VT Triple PRO™** has received the necessary approvals in the United States, however, as of December 7, 2008, approvals have not been received in all major corn export markets. YieldGard VT Triple PRO™ seed will only be available as part of a commercial demonstration program that includes grain marketing stewardship requirements. It is a violation of national and international law to move material containing biotech traits across boundaries into nations where import is not permitted. Consult with your seed representative for current stewardship information. Bollgard II and Design®, Genuity™, Genuity and Design™, Genuity Icons, Respect the Refuge and Cotton Design®, Roundup®, Roundup Ready®, Roundup Ready® Flex, Roundup Ready 2 Yield™, Roundup Ready 2 Yield and Design™, YieldGard Corn Borer and Design™, YieldGard Plus and Design™, YieldGard Plus and Design®, YieldGard Rootworm and Design®, YieldGard VT and Design®, YieldGard VT Rootworm/RR2®, YieldGard VT Triple®, YieldGard VT Triple PRO™, and Monsanto imagine® and Vine Design® are trademarks of Monsanto Technology LLC. Respect the Refuge and Corn Design® is a registered trademark of National Corn Growers Association. All other trademarks are the property of their respective owners. ©2008 Monsanto Company. [19224Agpd]

Before opening a bag of seed, be sure to read, understand and accept the stewardship requirements, including applicable refuge requirements for insect resistance management, for the biotechnology traits expressed in the seed as set forth in the Monsanto Technology Agreement that you sign. By opening and using a bag of seed, you are reaffirming your obligation to comply with the most recent stewardship requirements.

