



MID-SEASON COMMERCIAL UPDATE

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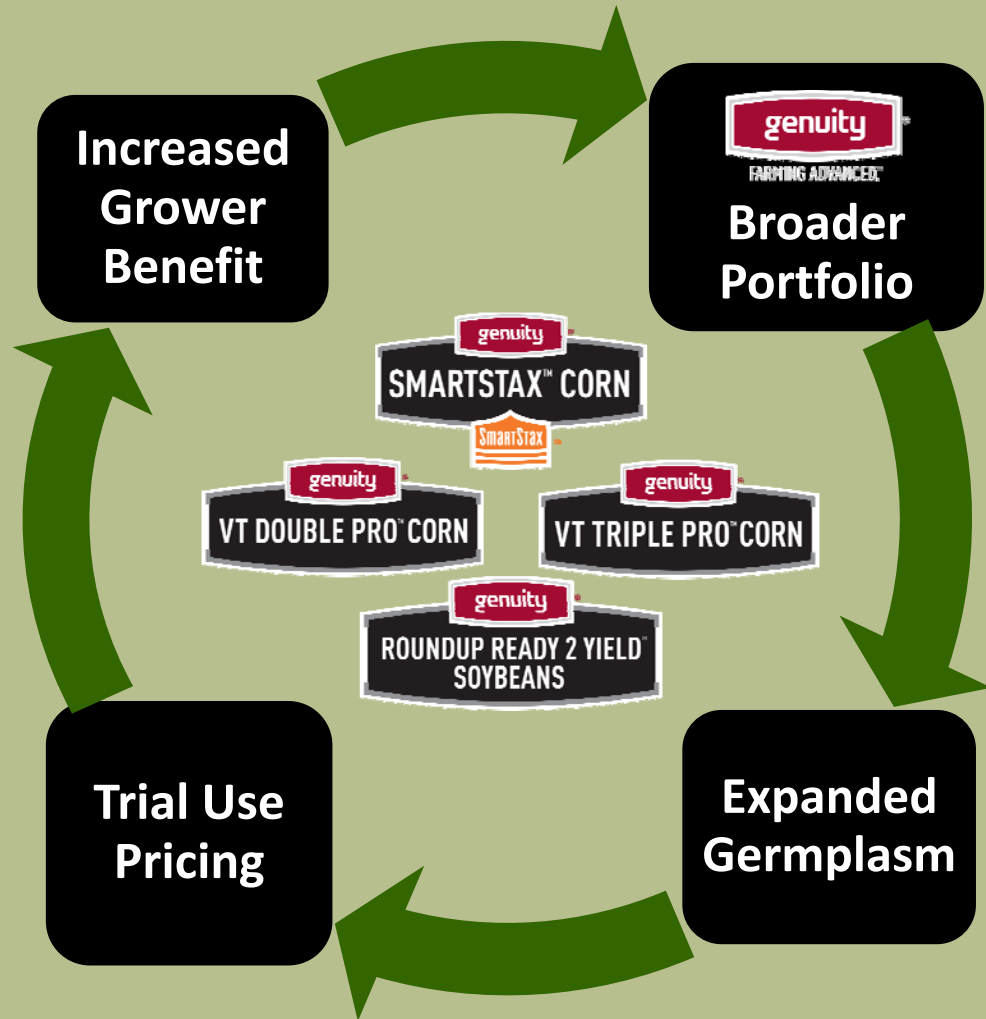
New Product Strategy Reduces Grower Risk and Incentivizes Adoption

DIFFERENTIATED PRODUCT STRATEGY

Deployment of the industry's best toolkit

- 1 Create more grower choices at more price points
- 2 Aggressive product positioning
- 3 Promote adoption

Lower Risk, Higher Return



New Technology Brings Value That Farmers Recognize

“I have planted Agrisure genetics for the last few years and have noticed a major difference between it and the Genuity SmartStax trait. My Genuity SmartStax corn seemed to develop quicker and has the strongest root system that I have ever seen. Genuity SmartStax has helped me to worry less about my crops knowing that I have a high quality plant willing to withstand anything.”

– Carl Kithcart, Dillonville, OH – DEKALB

“Our corn earworm pressure was off the charts in 2010, yet our Genuity VT Triple PRO corn shows no visible sign of earworm feeding. The kernels are perfectly formed and go all the way to the tip of the ear, whereas the other corn has lots of missing kernels.”

– Mark Bass, Faison, NC – DEKALB

“I saw an 8-bushel yield advantage with my Genuity Roundup Ready 2 Yield soybeans last season, and this season I planted the technology on about 1,000 acres. They got up a lot quicker and look really good. I have been more than pleased with these beans compared to my Roundup Ready soybeans. I’m glad I planted them.”

– Adam York, Jacksonville, IL – Channel

“We planted 25 percent of our soybean acres to Genuity Roundup Ready 2 Yield based on the performance we’ve seen around here and what we feel it could do for our yields. We had some early-season stress, including lots of rain, wind, and hail. It’s early yet, still in the bloom stage, but so far the canopy and everything are looking really good.”

– Bruce Norell, St. Peter, MN – Gold Country



SMARTSTAX

STATUS:

- ✓ Launched *SmartStax* on 3 million acres
- ✓ Branded Triples + *SmartStax* mix improves to >75%
- ✓ Triples + *SmartStax* acres increase to 33 million acres



ROUNDUP READY 2 YIELD

STATUS:

- ✓ Launched *Roundup Ready 2 Yield* on 6 million acres
- ✓ 40% of U.S. branded customers trialing *RR2Y*
- ✓ Including Monsanto brands, almost 70% of the industry has selected the *RR2Y* platform

Corn Scorecard Indicates Strong Performance Despite Some Moisture; Heat and Insect Pressure Increase



SCORECARD METRIC	FARMER STATUS	DESCRIPTION SUMMARY
Growth Stage		Corn continues to progress moving quickly into maturity. Crop condition at 71% good to excellent, three points higher than 2009. Most of the corn has pollinated. While there are still pockets of stunted or late planted corn, much of the corn crop is filling ears.
Germplasm Performance		Better root, bug control, and heat tolerance are going to be the differentiating factors.
Weather / Environment		Hot temperatures across much of the corn belt with isolated pockets of dry conditions. Most of the corn acres have adequate moisture. Shallow rooting continues to be a resonating theme with many areas experiencing insufficient nitrogen causing concern from both a crop stress and standability standpoint.
Insect Pressure		Corn Earworm (CEW) active in Midwest and plains. Heavy flights of the Western Bean Cutworm (WBC) active throughout parts of the Midwest. Heavy Corn Root Worm (CRW) pressure found in pockets.
Disease-Grain Quality		Monitoring for moisture enhanced disease pressure. Diplodia ear rot is getting attention in areas of MO and IL but is not currently widespread.
Yield Checks		N/A

Template Key - Green: No issues for growers Yellow: Monitoring situation Red: Grower Issues

Soy Scorecard Indicates Favorable Conditions at Current Stage



SCORECARD METRIC	FARMER STATUS	DESCRIPTION SUMMARY
Growth Stage		Crop condition at 66% good to excellent, slightly lower than 2009. 86% of crop is blooming, 12 points ahead of last year. 53% setting pods, 20 points ahead of last year.
Canopy / Germplasm Performance		Growth and canopy development have been favorable in most regions. Pod development in several key growing states of Midwest ahead of 5-year average.
Weather / Environment		Weather pattern has been warmer with above average temperatures across the Corn Belt. Heavy rainfall in the already soggy Western Corn Belt. Much-needed rains fell across the South, helping to temper extreme heat.
Root Digs		Root Digs continue to show advantages of <i>Genuity Roundup Ready 2 Yield</i> treated with <i>Acceleron</i> over competitive alternatives.
Disease-Grain Quality		No major disease issues at this time. Above average temperatures have minimized development. Proactively monitoring weather patterns to understand potential disease development and proactive treatment
Yield Checks		N/A

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