

Message

From: EDWARDS, MARLIN [AG/2401] [/O=MONSANTO/OU=SE-2400-01/CN=RECIPIENTS/CN=532372]
Sent: 3/11/2016 10:36:15 PM
To: FRALEY, ROBERT T [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=112405]; BANDYOPADHYAY, DIPANKAR [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=631149]
CC: OPPENHUIZEN, MARK E [AG/2401] [/O=MONSANTO/OU=EXTernal (FYDIBOHF25SPDLT)/cn=Recipients/cn=ed8dbf60cf084d63b5548b99642c165f]
Subject: FW: One pager on Social media
Attachments: Social Media MONCA 1 pager.docx; MonsantoCalifornia Justification..pptx

Robb and Dipankar,

Mark Oppenhuizen has been working with Nick Weber and his team and with John Purcell and his team (Monica and Rich) to get input about the various options we have in Woodland to increase Outreach in a sustainable way. Mark has assembled a team of 7 volunteer Woodland employees who, combined with four from Oxnard will constitute our California Social Media Champions. Based on this input and these volunteers, he has prepared the attached 1 page summary and recommendation. Also attached is the detailed powerpoint analysis and request that was used in discussions with our consultants. These discussions led to the scaled back proposal that is represented in the one pager. We seek your input and guidance before implementing anything. Obviously, if more resources were to be made available, we might be able to support something more in-line with the original proposal in the powerpoint.

FYI, this coming week, our volunteer Social Media Champions will be having a training session delivered by the St. Louis Social Media team.

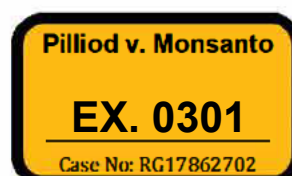
Any guidance?

Mark and Marlin

From: OPPENHUIZEN, MARK E [AG/2401]
Sent: Thursday, March 10, 2016 4:28 PM
To: EDWARDS, MARLIN [AG/2401] <REDACTED@monsanto.com>
Subject: One pager on Social media

Marlin

Please review and let me know what areas you would like me to emphasize more or less.



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EX. 0301 - 1

Thanks,

Mark

Mark Oppenhuizen - Strategy and Ops Lead - Monsanto Vegetable R&D

Office: **REDACTED** Mobile: **REDACTED** **REDACTED** Woodland, CA



Social Media Outreach for Monsanto's California Sites and People
A Request for Support

BROAD OBJECTIVE

The primary objective and challenge that our social media plan is working to solve is to maintain Monsanto's Freedom to Operate, with a particular focus on California people and interests.

CHALLENGE

The company is held up as the target of various interest groups, including those opposing **REDACTED** pesticides, and more. Their efforts have restricted our FTO in various ways including blocking sales of safe, sustainable solutions in certain areas, limiting our ability to attract and keep employees, imposing costly environmental restrictions on use of our products, limiting our development of new solutions, and ultimately sales of our products.

No single plan or strategy will overcome all of these FTO issues.

CALIFORNIA STATS

California has the largest [population](#) in the United States, with a total exceeding the sum of the residents of Missouri, Arkansas, Illinois, Iowa, and Minnesota combined. It has 27X the population of Hawaii.

Despite the drought in 2014, the farmgate value of California's 76,400 farms and ranches was a record [\\$54 billion](#). Of the \$54 billion, over \$21 billion was attributed to California's agricultural exports. Iowa comes in second with a value of \$31 billion.

California is the leading fresh market [vegetable producing](#) state in 2015, accounting for 46 percent of the U.S. harvested vegetable acres, 51 percent of the national production, and 58 percent of the value, for the 24 selected vegetables and melons estimated. No other single state exceeds 10% in any of these categories.

CALIFORNIA

Monsanto employs approximately 1000 employees in California. There are eight company locations in the state and largest sites are in Woodland, San Francisco and Oxnard. Monsanto's vegetable business and Climate Corp are the largest business groups in the state.

Only 5% of California's 37.3M residents are classified as [rural](#); our target audience is the moveable-middle that is within the other 95%.



REDACTED

Early in September 2015, the California Office of Environmental Health Hazard Assessment (OEHHA) filed a [“notice of intent”](#) to list glyphosate as a cancer-causing agent and therefore necessary for listing under the state's Proposition 65. Monsanto is suing to present this as it would be a bad precedent (and also false...).

California takes pride in its Farmers markets, ‘eat local’, organic, ‘farm to fork’, ‘soil to soul’, **REDACTED**, and healthy-living lifestyle. Unfortunately, the vast majority of the people have no idea about food production, except what they learn from California natives Michael Pollan, Alice Waters and the host of celebrities in Hollywood (also in California) who espouse an all-organic diet.

Each year, Monsanto’s Woodland and Oxnard sites have had protestors during the March Against Monsanto (typically just before Memorial day weekend). Last year they blocked the Woodland main entrance for several hours¹. Oxnard has had protestors chain themselves to cars blocking the entrance.

SOCIAL PLATFORMS

We propose that MonsantoCalifornia be established on the following platforms:

Facebook

Currently used by our volunteers. It offers the most outreach possibilities. Good for the vegetable recipe and gardening as a lifestyle posts and farm posts. Community involvement primarily posted here.

Twitter

Good for reposting material from the Facebook posts and from other Monsanto social media sites. Good for quick community activity posts.

Instagram

Great for photos of pretty vegetables, country side, farming, flowers, and other compelling ag visuals.

AUDIENCE

Due to its population alone, California has a more than its share of Moms, Millennials, Foodies, and most any other tribe you want to classify people into. The vegetable business has strong story to tell about food and helping make high-quality, nutritious food accessible to everyone. The target audience are the people in the middle of the spectrum who have not been radicalized into demonizing Monsanto and its products.

Napa Valley, with it's emphasis on wine and food, has cooking schools, some of the best restaurants in the country, and annual 'Food and Wine' events. The vegetable business already attends a very limited number of these events. Those representing the organic food theology show up in force. It would be great to connect with more thoughtful foodies through our social media platform and help them get engaged in a conversation that is more balanced.

OUR APPROACH TO THE AUDIENCE

MonsantoCalifornia will try to put a human face on the corporation.

We will target one new original content posting a week, on average. We hope to be able to respond within 24 hours to questions and comments, but since we have a volunteer effort, we may not be able to always make that goal. For expediency, whenever possible, questioners will be referred to discovermonsanto.com or **REDACTED**

We want to sound energized and positive about modern agriculture, vegetables, our communities, and our employees. Tone is respectful, genuine, professional and educated. Fun when appropriate.

Focus is on California and local communities.

CONTENT THEMES

MonsantoCalifornia will primarily provide posts of the following types:

- Demonstrating activities in support of our local communities,
- Monsanto Together activities,
- Tour groups that visit us (as appropriate),
- Vegetable recipes and gardening as a lifestyle
- Interesting vegetable/farm/food facts, videos, and photos for making a point

To an anticipated lesser extent, other posts will be made:

- Reposting materials from other Monsanto social media sites
- Attractive or interesting photos of our crops, farming, and nature around our sites, just for the photo's sake

CONTENT SOURCES FOR SOCIAL MEDIA

- Yolo County 4-H
- American Cancer Society - Sacramento
- American Cancer Society Relay for Life Woodland
- Northern California Chapters Association for Women in Science
- Bloodsource Inc
- California Waterfowl Association
- Davis Aquadarts
- Davis High School Parent Teacher Association
- Davis Schools Orchestral Music Association
- Food Bank of the Rockies
- Woodland Christian School
- Frances Ellen Watkins Harper Junior High
- Girl Scouts
- National Charity League Inc. Davis Chapter
- National Junior Horticultural Foundation Inc
- Orangevale Food Bank
- Elderly Nutrition Program
- Project Open Hand
- Oliver Wendell Holmes Jr. High PTA
- Sacramento Food Bank & Family Services
- St. John's Retirement Village
- The California 4-H Foundation
- Woodland United Way
- Yolo County CASA
- Yolo County Society for the Prevention of Cruelty To Animals
- Yolo Food Bank
- Yolo Land Trust
- YoloArts

COMMUNITY ENGAGEMENT

The list on the left represents some of the organizations Woodland employees donated their time to through the MonsantoTogether program. Where appropriate, we would post photos and comments of our employees engaged in supporting these groups to demonstrate our community involvement.



CONTENT SOURCES FOR SOCIAL MEDIA



PHOTO OPPORTUNITIES

Vegetables can provide significantly more visual appeal than corn and soy plants. People are familiar with them from the grocer, on their plate, or in their garden. This provides an opportunity to attract and keep people visiting the sites.



EXAMPLE PHOTOS FOR SITE POSTINGS



RESOURCES

MonsantoCalifornia currently has 6 individuals based in Woodland who have volunteered approximately one hour a week each to help post and monitor the social media.

In addition, the team is reaching out to the Oxnard site for additional volunteers.

A member of Vegetable R&D RLT will sponsor the efforts and has DPR goals for establishment and success of the social media program.

Rich Meier of the MonsantoHawaii social media program has offered to assist with monitoring the MonsantoCalifornia site for comments/questions.

The Saint Louis social media teams and resources will also be in place to provide technical support, guidance and content.

RESPONSE PLAN

MonsantoCalifornia will post and follow the same rules of conduct as other Monsanto social media sites.

Volunteers will take turns monitoring the sites for responses, questions and comments. They will respond as appropriate. They will have media training to advise how to best respond to various responses.

Whenever possible and appropriate, forward questions to discovermonsanto.com, **REDACTED** or other sites.

TRACKING PROGRESS

MonsantoCalifornia will track new Likes for our Facebook pages. The Hawaii team has seen monthly growth in this metric and since we will be following a similar plan as theirs, with the California focus, we hope to see the same.

The Hawaii team has also found that paying to boost posts has resulted in a much broader reach. They paid \$1,100 to boost 12 posts to reach an additional 206,000 people, bringing the total number of people reached to 317,000. In California, with it's bigger population, the hope would be that a similarly small budget could result in a significant number of people reached.

Instagram and Twitter can be tracked by followers.

TELLING OUR STORY – A REQUEST

Monsanto has made a significant commitment to Corporate Engagement. From national TV commercials, to development of an Ambassadors program, to engaging in social media – which is practically a requirement for a company to do business in today's world.

The company has a lot of baggage. Every day, someone, somewhere around the world is posting false, misleading, harmful and otherwise negative comments about Monsanto on social media.

A member of Monsanto's Executive Committee asked the Woodland site to be "more like Hawaii" with regard to our use of social media. We have a group of volunteers who are willing to take on this directive and tell our story because they believe in what they are doing to provide a better future for humanity.

Our request is your support and assistance in establishing these MonsantoCalifornia social media sites and then then continuing support as we engage with the public in telling our story.