

## Monsanto launches PR efforts to combat critics of Syngenta takeover, glyphosate and GMOs

As seed and chemical maker Monsanto Co. woos Swiss agrochemicals firm Syngenta, Monsanto also is trying to win over consumers in key international markets, rolling out social media and marketing campaigns.

U.S.-based Monsanto said it has recently launched interactive consumer-oriented websites in China, France, India, Argentina and Brazil, in addition to a lead site launched for U.S. consumers late last year.

Buying Syngenta, which has rejected a \$45 billion takeover bid from Monsanto, would extend the St. Louis-based company's geographic reach as well as giving it added diversity in seeds and agrochemicals.

The "discover Monsanto" campaign encourages consumers to "be part of the conversation," ask questions and learn about the company's genetically engineered seeds and its key herbicide products. A corresponding television advertising campaign, underway since November, declares that to Monsanto "food is more than just a meal, it's love."

The outreach effort comes as the company's key products face heightened regulatory scrutiny and a consumer backlash in Monsanto's top market, the United States. Some U.S. states are mulling mandatory genetically modified labeling laws and advocacy organizations are pressuring regulators to restrict glyphosate use.

Sources close to Monsanto have told Reuters that Monsanto is putting together a new offer.

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post:** As it woos Syngenta, Monsanto mounts campaign to combat critics