



# Crop Science

Crisis Communication Plan

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# Crop Science

## Section 1: Crisis Response

**Introduction:** This document provides guidelines and response strategies for likely crises or unexpected emergency events that the Bayer crop science division will encounter in order to increase effective and timely communication strategies during a crisis. For the sake of this communication plan a crisis will be defined as any potentially hazardous, threatening or damaging natural or manmade situation that poses a threat to life, safety, property or reputation. This crisis communication plan can be changed and updated as the crop science division changes and grows.

<b>Challenges</b> <i>When the Organization is Confronted by Discontented Stakeholders with Claims that it is Operating in an Inappropriate Manner</i>	
<b>About the type of crisis</b>	<b>Messaging Strategy</b>
<b>Likelihood of Occurrence:</b> High	<b>Response:</b> Apology
<b>Impact:</b> Low	<b>Key Messages:</b> <ul style="list-style-type: none"> <li>● Condemn Actions</li> <li>● Apologize (if legal team approves)</li> <li>● State corrective actions being taken</li> </ul>
<b>What to do:</b> <ul style="list-style-type: none"> <li>● Do not post on social media</li> <li>● Issue a press release if appropriate</li> </ul>	<b>Key Audiences:</b> <ul style="list-style-type: none"> <li>● Stakeholders</li> <li>● Media</li> <li>● Consumers</li> </ul>
<b>Examples:</b> <ul style="list-style-type: none"> <li>● Emails released of employees wanting to beat up concerned moms.</li> </ul>	<b>Authorized Spokespeople:</b> Crisis Communication Team Members (pg.11 )
	<b>Communication Platform:</b> website, internal email

<b>Rumors</b> <i>When False or Misleading Information is Purposefully Circulated About an Organization or its Products in Order to Harm the Organization</i>	
<b>About the type of crisis</b>	<b>Messaging Strategy</b>
<b>Likelihood of Occurrence:</b> High	<b>Response:</b> Denial after confirming invalidity of rumor
<b>Impact:</b> Low	<b>Key Messages:</b> <ul style="list-style-type: none"> <li>● Address that the organization is aware of the rumor</li> <li>● Confirm that there is no reason to believe rumors at this time</li> <li>● Assure audience that Bayer is looking into it</li> </ul>
<b>What to do:</b> <ul style="list-style-type: none"> <li>● Issue a media statement</li> <li>● Do not post on social media</li> <li>● Do not respond to rumors unless specifically addressed in a press conference</li> </ul>	<b>Key Audiences:</b> <ul style="list-style-type: none"> <li>● Bayer and Bayer subsidiary employees</li> <li>● Global Bayer product users</li> <li>● Media</li> <li>● Financial investors</li> </ul>
<b>Examples:</b> <ul style="list-style-type: none"> <li>● RoundUp causes bee populations to die</li> </ul>	<b>Authorized Spokespeople:</b> Crisis Communication Team Members (pg.11 )
	<b>Communication Platform:</b> Website, Social Media (if the crisis starts on social media it is acceptable to respond on that platform)

<b>Human Error Accidents</b> <i>When Human Error Causes an Accident</i>	
<b>About the type of crisis</b>	<b>Messaging Strategy</b>
<b>Likelihood of Occurrence:</b> Medium	<b>Response:</b> Apology (if legal team clears) and Reform
<b>Impact:</b> High	<b>Key Messages:</b> <ul style="list-style-type: none"> <li>● Empathize</li> <li>● Express sorrow</li> </ul>

	<ul style="list-style-type: none"> <li>• Take Responsibility (if legal team clears)</li> <li>• Express company policy change to prevent this in the future</li> <li>• Express commitment to safe and effective products that users can trust.</li> </ul>
<b>What to do:</b> <ul style="list-style-type: none"> <li>• If the human error impacted multiple products immediately recall products</li> <li>• Inform media outlets through a formal press conference</li> <li>• Release a statement online and inform key stakeholders.</li> </ul>	<b>Key Audiences:</b> <ul style="list-style-type: none"> <li>• Media</li> <li>• Users</li> <li>• Families of users</li> </ul>
<b>Examples:</b> <ul style="list-style-type: none"> <li>• Excess glyphosate being put into Roundup products by workers</li> <li>• Test field misuse</li> </ul>	<b>Authorized Spokespeople:</b> Crisis Communication Team Members (pg.11 )  <b>Communication Platform:</b> Website, Social Media, Internal Memo, Formal Press Conference

<b>Organizational Misdeeds</b> <i>When Management Takes Actions it Knows May Place Stakeholders at Risk or Knowingly Violates the Law</i>	
About the type of crisis	Messaging Strategy
<b>Likelihood of Occurrence:</b> Medium	<b>Response:</b> Apology (if legal team clears) and Reform
<b>Impact:</b> High	<b>Key Messages:</b> <ul style="list-style-type: none"> <li>• Condemn Actions</li> <li>• Apologize (if legal team approves)</li> <li>• State corrective actions being taken</li> </ul>
<b>What to do:</b> <ul style="list-style-type: none"> <li>• Issue a media statement through traditional media.</li> <li>• Inform media outlets through a formal press conference</li> <li>• Release a statement online and inform key stakeholders.</li> </ul>	<b>Key Audiences:</b> <ul style="list-style-type: none"> <li>• Users</li> <li>• Families of users</li> <li>• Media</li> </ul>

<b>Examples:</b> <ul style="list-style-type: none"> <li>Roundup reports were falsified by Bayer</li> </ul>	<b>Authorized Spokespeople:</b> Crisis Communication Team Members (pg.11 )
	<b>Communication Platform:</b> Website, Social Media, Formal Press Conference

<b>Workplace Violence</b> <i>When an Employee of Formal Employee Commits Violence Against Other Employees on the Organization's Grounds</i>	
<b>About the type of crisis</b>	<b>Messaging Strategy</b>
<b>Likelihood of Occurrence:</b> Low	<b>Response:</b> Apology and Reform (Check with the legal team)
<b>Impact:</b> High	<b>Key Messages:</b> <ul style="list-style-type: none"> <li>Express deepest sympathies</li> <li>Condemn the violence or inappropriate behavior that occurred</li> <li>Establish how actions go against Bayer core values and mission</li> <li>Address corrective actions that have been taken</li> <li>Before end reiterate values and commitment to transparency</li> </ul>
<b>What to do:</b> <ul style="list-style-type: none"> <li>Investigative report</li> <li>Media statement to traditional media</li> <li>Post press release to Bayer website and send to appropriate media contacts</li> <li>Send media advisory announcing press conference</li> <li>Post links to documents on social media channels that direct back to the Bayer website.</li> </ul>	<b>Key Audiences:</b> <ul style="list-style-type: none"> <li>Bayer and Bayer subsidiary employees</li> <li>Global Bayer product users</li> <li>Media</li> <li>Financial investors</li> </ul>
<b>Examples:</b> <ul style="list-style-type: none"> <li>In 2011, six former and current U.S. Bayer AG employees filed a class-action lawsuit alleging gender discrimination in pay, promotion and treatment of pregnant women and mothers.</li> </ul>	<b>Authorized Spokespeople:</b> Crisis Communication Team Members (pg.11 )
	<b>Communication Platform:</b> Bayer website, Bayer social media, internal memo

**Key: Response Strategies**

<b>Denial</b>	Refutes claims that a crisis exists
<b>Reminding</b>	Adds positive information about the organization
<b>Reform</b>	Explains the changes occurring within the organization to ensure this does not happen again.
<b>Apology</b>	Organization accepts responsibility for the crisis



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## **SITUATIONAL ANALYSIS**

11/15/2019

Since Bayer acquired agricultural giant Monsanto on June, 7, 2018 there have been over 40,000 lawsuits brought against Bayer for their product Roundup. The claims in these lawsuits state that the continued use of this product caused cancer, namely non hodgkin's lymphoma. These claims have impacted Bayer's stocks, earnings and their ability to appeal to people as a company that offers quality and safe products.

In August 2018, a jury in San Francisco unanimously found that Monsanto had failed to warn about the carcinogenic dangers of Roundup herbicide and related products, and they awarded Dewayne "Lee" Johnson \$289 million. A judge later reduced that amount to \$78 million. This case set a precedent for cases to follow.

After Bayer bought Monsanto, Bayer decided to use their own trial team instead of utilizing the trial team previously hired by Monsanto that had lost the Johnson case. The following cases were to be tried at the federal level in San Francisco which came with larger implications if Roundup were found to be a cause of the non hodgkins lymphoma that the defendants had.

In February of 2019 the Hardeman trial began in California. During the trial there was a request for summary judgment by the Roundup lawyers due to lack of evidence from the prosecution. The judge stated in response to this request, "Although the evidence that Roundup

causes cancer is quite equivocal, there is strong evidence from which a jury could conclude that Monsanto does not particularly care whether its product is in fact giving people cancer, focusing instead on manipulating public opinion and undermining anyone who raises genuine and legitimate concerns about the issue.” This case ended with jurors ruling that Roundup caused cancer in the plaintiff.

During a different trial it was revealed that Monsanto spent \$17 million in efforts related to discrediting the international agency for research on cancer (IARC) and for promoting pro glyphosate rhetoric online. The IARC released information stating the link of glyphosate to cancer, most notably non hodgkin's lymphoma. This information was released to the public however it was not used in the pending trial.

Information was released during a following trial detailing Monsanto's influence on researchers findings in studies on glyphosate. Information was also released stating that the white house had Monsanto's back in regards to pesticide regulation. This only further fueled the distrust between the people and the new owners of Roundup, Bayer.

During these trials research has been conducted on food which has found traces of glyphosate in clothing, breast milk, cereal and 98% of honey. This has created a growing fear amongst people following the glyphosate trials.

After the rulings in the most recent case allotted \$2 billion to the plaintiffs, numerous class action lawsuits began popping up all around the country as well as the rest of the world. The most recent numbers report 42,700 pending lawsuits against Bayer for their product Roundup. This number is anticipated to grow due to access to victim help lines.

### **Crisis Response Guidelines and Checklist**

- I. Assign roles to Crisis Communication Team based on skills and expertise

- II. Create a list of potential questions and answers to those potential questions
  - 1. Legal
  - 2. Ethical
  - 3. Situational
  - 4. Correctional
- III. Discuss press conference dynamics and attitudes- Rehearsal with key spokespeople is important in order to ensure that messaging is consistent.
- IV. Transparency and attitude is key in reaching audiences.
- V. Hold rehearsals for press conference if time allows
- VI. Distribute Media Kit to press as soon as time allows (24 hrs is preferable)
- VII. Be available to the media via outlets released in the press release (Phone, Email, Twitter)
- VIII. Direct media calls accordingly:
  - 1. For news media questions regarding Bayer personnel: Markus Siebenmorgen +49 214 30-81886
  - 2. For information regarding Pending legal trials: John Beisner (202)371-7410
  - 3. For information regarding glyphosate research: Christophe Kampa +49 214 30-54676
  - 4. For questions regarding the EPA: EPA press office (202)564-4355
  - 5. For questions regarding safety: Poison Control Center 800-222-1222.
  - 6. For questions regarding quality control: 1-877-375-5144
  - 7. For questions having to do with other Bayer products:
    - a) Pharmaceuticals: Oliver Renner +49 30 468-12431
    - b) Consumer Health: Tricia McKernan +41 58 272-7871
    - c) Crop Science: Carly Scaduto +1 314-694-3247
    - d) Animal Health: Christine Wunderlich +49 2173 38-5061

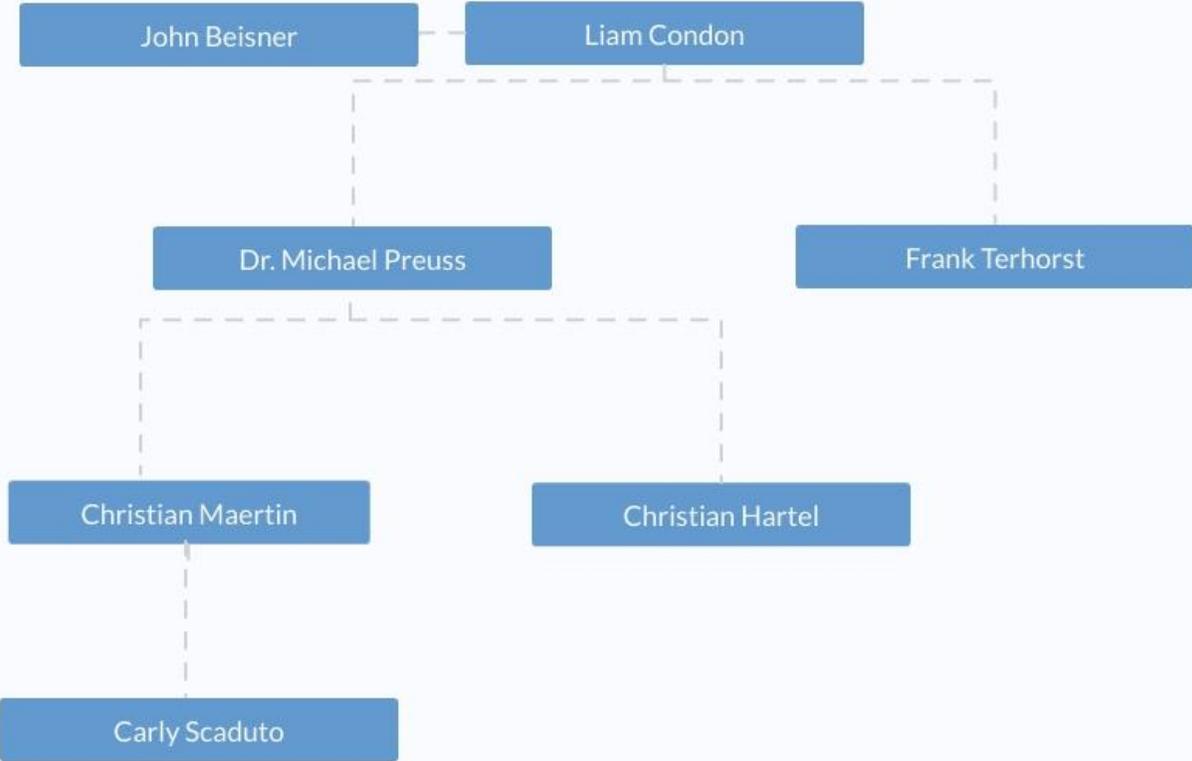
**Crisis Communication Team Members**

Name	Position
Dr. Michael Preuss	Head of Communications
Christian Maertin	Head of Corporate Communications and Media Relations
Christian Hartel	Head of Corporate Media Relations
Markus Siebenmorgen	Human Resources and Social Services
Carly Scaduto	Head of Media Relations- Crop Sciences
John Beisner	Legal Advisor

**Incident Management Team Members**

Incident management team members include safety managers at plants and in test fields. These members are properly trained on immediate response during a crisis involving Bayer workers.

# Bayer Crop Science Crisis Flow Chart



**Bayer Crop Science Stakeholder Assessment Form**

*This form is to be used in a crisis situation. If the Crisis impacts the stakeholder (YES) explain.*

<b><i>Investors</i></b>	
<b>YES</b>	<b>NO</b>
<b>Explanation:</b>	

<b><i>Communities</i></b>	
<b>YES</b>	<b>NO</b>
<b>Explanation:</b>	

<b><i>Employees</i></b>	
<b>YES</b>	<b>NO</b>
<b>Explanation:</b>	

<b><i>Legislators/ Regulators</i></b>	
---------------------------------------	--

<b>YES</b>	<b>NO</b>
<b>Explanation:</b>	

<i><b>Suppliers/ Retailers</b></i>	
<b>YES</b>	<b>NO</b>
<b>Explanation:</b>	

<i><b>Environment</b></i>	
<b>YES</b>	<b>NO</b>
<b>Explanation:</b>	

<i><b>Farmers</b></i>	
<b>YES</b>	<b>NO</b>
<b>Explanation:</b>	

<i>Customers/ Consumers</i>	
YES	NO
Explanation:	

<i>Media</i>	
YES	NO
Explanation:	

### **Media Guidelines**

In the event of a crisis the designated representative(s) should follow the following guidelines while interacting with the media.

- IX. Spokesperson should begin with an introduction and thank the media for attending.
- X. Spokesperson should introduce the subject matter of the press conference and give background information in an opening statement. If corrective actions are being utilized the spokesperson should inform the media of these actions before opening the floor to questions.
- XI. During the opening statement the spokesperson may only take responsibility for the crisis at hand if it has been approved by the legal team.
- XII. The spokesperson should appear pleasant on camera and offer a strong delivery.
- XIII. The spokesperson may open the floor for questions after presenting the opening statement.
- XIV. Responses to questions should remain clear and concise to avoid any miscommunication. Messaging should be consistent across all spokespeople if there are more than one.
- XV. Any jargon or chemical terms should be explained as well as be included in the fact sheet of the media kit.
- XVI. Transparency is important in the eyes of the media. If you do not know a question tell them you will follow up with them in order to provide more accurate information.
- XVII. Never use the words “no comment” as an answer. This implies fault and reflects poorly on Bayer.
- XVIII. Understand the dangers of arguing with reporters.
- XIX. Some legal matters Bayer is not at liberty to discuss. If a reporter asks about pending litigation feel free to inform them of this and point them to the John Beisner for more information.
- XX. Make sure to tie back to key messages in order to make any negative information positive again: “Bayer is aware of the growing consumer concerns for their safety regarding Roundup Products. To show their commitment to consumer safety and

happiness they have invested 5.6 billion dollars in research development for non glyphosate based weed killers. Bayer is committed to their customers and they are confident in their products providing a positive experience for them.” Structuring responses is key.

- XXI. Be able to identify difficult questions and handle them accordingly. Spokespeople should be able to explain why a question can not be answered, challenge incorrect information and respond to questions with multiple parts.

All messaging should center around Bayer Crop Science’s mission; “Science for a better life.” This mission is a commitment to improving the health of humans, animals and plants through world-class innovation. With our products, we are contributing to finding solutions to some of the major challenges of our time.

### **Bayer Crop Science Media Contacts**

<b>Name</b>	<b>Outlet</b>	<b>Contact Title</b>	<b>Media Type</b>	<b>Email</b>
Rachel Lane	Farm World	D.C. Correspondent	Magazine	rlane37@gmail.com
David Jones	Farmers Weekly	Deputy Arable Editor	Magazine	farmers.weekly@rbi.co.uk
Pam Smith	Progressive Farmer	Crops Technology Editor	Magazine	editor@dtm.com
Clay Geyer Bremen	Agri News	Associate Writer	Newspaper	aginfo@agrinews-pubs.com
Sonja Begemann	Farm Journal	Seeds and Crop Production Editor	Journal	editors@agweb.com
Margy Eckelkamp	Ag Professional	Ag Pro Editor, Director of Content	Online Journal	editors@agweb.com
Laura Barrera	No-Till Farmer Magazine	Managing Editor	Magazine	lbarrera@lesspub.com
Diana Dombrowski	Lessiter Media	Editorial Associate	Media	ddombrowski@lesspub.com
John O'Connell	Capital Press	Capital Press Associate	Online Newspaper	newsroom@capitalpress.com
Kevin McNew	Feed & Grain	Chief Economist	Online Newspaper	info@feedandgrain.com
Dale Hildebrandt	Farm & Ranch Guide	Associate Writer	Online Journal	office@farmandranchguide.com
Benjamin Herrold	Missouri Farmer Today	Missouri Field Editor	Online Newspaper	editor@missourifarmertoday.com



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## **FACT SHEET**

For Immediate Release- xx/xx/xxxx

### About Bayer Crop Science

#### ***General Overview***

- Bayer was Founded in 1863
- Bayer is headquartered in Leverkusen, Germany.
- North American headquarters are located in Whippany, NJ.
- Bayer AG is a German multinational pharmaceutical and life sciences company and one of the largest pharmaceutical companies in the world.

#### ***Mission***

- Bayer is a world-class innovation company improving the health of humans, animals and plants. With our products, we are contributing to finding solutions to some of the major challenges of our time. The growing and increasingly aging world population requires improved medical care and an adequate supply of food.
- Our goal is to achieve and sustain leadership positions in our markets, thus creating value for our customers, stockholders and employees. To this end, our strategy is designed to help solve some of the most pressing challenges facing mankind, and by doing this exceptionally well, we aim to strengthen the company's earning power.
- Our values are represented by the word LIFE (Leadership, Integrity, Flexibility and Efficiency). They apply to everyone at Bayer and are firmly integrated into our global performance management system, ensuring a common identity across national boundaries and management hierarchies.

#### ***Crop Science Division***

- Bayer Crop Science has products in crop protection (pesticides), nonagricultural pest control, seeds and plant biotechnology. In addition to conventional agrochemical business it is also involved in the genetic engineering of food.
- Bayer Crop Science is committed to a world where: Biodiversity thrives in harmony with human kind, hunger and climate change are terms relegated to history books, farms are

more sustainable, plants are more adaptive and resilient, and agriculture increases economic prosperity for all families and their communities.

### **Acquisitions**

- Bayer Crop Science acquired Aventis Crop Science in 2002
- Bayer Crop Science acquired Nunhems Seed Company in 2002

-MORE-

- Bayer Crop Science acquired Monsanto, Roundup's parent company, for \$66 billion in 2018

### **Products**

- Pharmaceuticals: The Pharmaceuticals product portfolio focuses on: Prescription products for cardiology and women's health, Specialty therapeutics in oncology, hematology, and ophthalmology, as well as products for radiology.
- Consumer Health: the product portfolio mainly contain non prescription products in: dermatology, nutritionals, analgesics, digestive health, allergy, cough and cold and cardiovascular risk prevention
  - These products include globally known brands such as Aleve™, Alka Seltzer™, Aspirin™, Bepanthen™/Bepanthol™, Berocca™, Canesten™, Claritin™, Elevit™, Iberogast™, MiraLAX™, One-A-Day™, Rennie™ and Redoxon™.
- Crop Science: High Value Seeds, innovative chemical and biological pest management, customer service for modern and sustainable agriculture
- Animal Health: products for farm animals and service animals

### **Research**

- Bayer is the only global company performing research in the field of both health and agriculture. Systematic and extensive collaboration between researchers is creating new impetus.

###

**Potential Media Questions**

<b><i>Glyphosate</i></b>	
What is the chemical makeup of glyphosate?	Glyphosate's chemical makeup is C <sub>3</sub> H <sub>8</sub> NO <sub>5</sub> P
What makes glyphosate carcinogenic?	Glyphosate is not carcinogenic.
How does glyphosate work?	Glyphosate attacks the root structure of a weed or unwanted plant making it unable to survive.

<b><i>Use of Roundup Products</i></b>	
How do people use roundup?	Directions can vary based on the type of roundup that you are using. It is best to consult the directions on the label. If the label has been torn off directions can be found on our website.
When did Roundup start putting proper use labels on their products?	Roundup was mandated to change the safety labels on their products in California earlier this year and we have complied with this order. This was not a nationwide mandate.
How come some products are still being sold without proper warning labels?	Products have a shelf life that many store owners are likely utilizing. If anyone comes into contact with a product improperly labeled, they are encouraged to call our quality control department in order to ensure that the product is up to the standards of the area that it is being sold.

<b><i>Pending Trials/Appeals</i></b>	
How many trials are currently pending?	The most up to date number of cases that has been reported shows that there are currently 42,700 cases pending.
Since the courts have stated numerous times that Roundup causes cancer why are you still claiming your product doesn't cause cancer? Roundup is killing people.	While we have great sympathy for those seeking answers about a diagnosis such as cancer, in over 800 studies, over 40 years, glyphosate, the active ingredient in Roundup has not been found to cause cancer.
Does Bayer plan on settling soon?	We are confident in our evidence proving that Roundup is non carcinogenic. We have every intention of appealing these cases and winning.

**\*Any questions regarding current trials should be routed to the current legal advisor.**

<b><i>Health Research</i></b>	
What is your response to the IARC research report stating glyphosate is a probable carcinogen?	While we have great respect for the WHO and the IARC, this research study was conducted using glyphosate levels that more than double the levels people use Roundup at. This study was also only conducted on two test groups of mice with only one group showing evidence of cancer. This study is not reliable for interpreting how carcinogenic glyphosate may or may not be.
There is evidence suggesting Monsanto prompted researchers to report that glyphosate is non carcinogenic. Is this true?	We are aware of the information suggesting that Monsanto prompted some researchers to report information about glyphosate being safe for humans. Bayer investigations of Monsanto before the acquisition in June 2018 are still ongoing However we are confident that despite this information, Past and future research will prove time and time again that glyphosate does not cause cancer. We would

	be happy to get back to you all when we have more information on this investigation.
Why is the research you talk about different than the World Health Organizations research?	The World Health Organizations research was seeking to see if glyphosate would cause cancer at any level rather than at the levels commonly used and allowed by products such as Roundup. This research lacked practical application as well as studies on human subjects.

<b><i>Environmental Impact</i></b>	
How does glyphosate runoff impact water systems?	Glyphosate is water soluble so it does not impact water systems.
How does glyphosate impact wildlife?	Glyphosate is low in toxicity which means that fish, birds and other wildlife are safe from the effects of Roundup.
How does glyphosate contribute to growing pollution?	Glyphosate limits the amount of pollution being put into the air. Glyphosate requires less fields to be tilled by killing weeds which in turn limits greenhouse gas emissions from tractors.

**Social Media Plan**

<b>Social Media Post Guidelines</b>
Do not break news on social media.
All breaking news should first be posted on the website: <i>media.bayer.com</i>
All posts should include a link to the website to maintain the integrity of communication.
No new information should be included in the body of a social media post.
Maintain Bayer AG voice and use similar wording in communication via social media.
If a crisis starts on social media, it is acceptable to respond to it via social media.

<b>Social Media Posts in Crisis</b>	
Social media posts should be posted after public relations documents found in this communication plan.	
Utilize posts on social media for category two crises.	
Make sure that all posts link back to official website. Potential documents to link to include:	
○ Press releases	○ Media statement
○ Media advisories for press conferences	○ Link to live stream of the press conference
○ Final report at the end of the crisis	

<b>Templates</b>	
Media Statement	#Breaking [official's title and name] statement on [topic] #BAYER
Press Release	#Breaking Bayer Crop Science - [5 W's]
Media Advisory	[representative] spoke [place] about [topic]. Learn more here [link].
Live Stream Press Conference	#LIVE Listen in now or later to hear [topic being discussed] - [link]
Final Investigative Report	#UPDATE Bayer's final report on [topic] linked here [link]

**Sample Posts:**

**Bayer Crop Science** @Bayer4Crops · Nov 27

Liam Condon, President of Crop Science at Bayer, spoke at the [#FinancialTimes](#) Bayer Climate-smart Agriculture Conference about [#SustainableAg](#) innovations that will help feed a growing population. Learn how Bayer is shaping a sustainable future for ag here: [bit.ly/35zi9W0](http://bit.ly/35zi9W0)



2 8 21

**Bayer Pharma** @BayerPharma · Apr 5, 2018

[#Breaking](#) Bayer to showcase data from diverse oncology pipeline at [#AACR2018](#) to drive toward the goal of offering innovative treatment approaches for patients battling cancers with a high medical need.



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[bayer.com](http://bayer.com)

2 7 24

**Bayer Crop Science** @Bayer4Crops · Nov 6

Listen in now or later to hear today's industry experts discuss the future of farming with the next generation of agriculture leaders during the [@youthagsummit](#): [facebook.com/YouthAgSummit/...](https://facebook.com/YouthAgSummit/) [#YouthAgSummit](#)



1 7 6

**Bayer Pharma** @BayerPharma · Jun 23, 2017

[#Breaking](#) [#CHMP](#) recommends [#EU](#) approval of [#Bayer](#) second-line [#HCC](#) treatment [#pharma](#)



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1 14 16



# Crop Science

## Section 2: News Releases



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## NEWS RELEASE

FOR IMMEDIATE RELEASE –04/22/19

### **BAYER STATEMENT ON JURY'S DECISION IN PHASE 2 OF CALIFORNIA GLYPHOSATE TRIAL**

WHIPPANY, N.J.– In response to the phase two verdict in favor of the plaintiff in the case of *Hardeman v Monsanto*, a trial that was conducted before U.S. District Judge Vince Chhabria in the Northern District of California, Bayer has released the following statement.

"We are disappointed with the jury's decision, but this verdict does not change the weight of over four decades of extensive science and the conclusions of regulators worldwide that support the safety of our glyphosate-based herbicides and that they are not carcinogenic. The verdict in this trial has no impact on future cases and trials, as each one has its own factual and legal circumstances. Bayer will appeal this verdict.

-MORE-

CALIFORNIA LAWSUIT - Page 2

The jury in this case deliberated for more than four days before reaching a causation verdict in phase one, an indication that it was very likely divided over the scientific evidence. The legal rulings under which the court admitted expert scientific testimony from the plaintiff that it called 'shaky' is one of several significant issues that the Company may raise on appeal. Monsanto moved to exclude this same evidence before trial.

We have great sympathy for Mr. Hardeman and his family. Bayer stands behind these products and will vigorously defend them.

Roundup products and their active ingredient, glyphosate, have been used safely and successfully for over four decades worldwide and are a valuable tool to help farmers deliver crops to markets and practice sustainable farming by reducing soil tillage, soil erosion and carbon emissions. Regulatory authorities around the world consider glyphosate-based herbicides as safe when used as directed. There is an extensive body of research on glyphosate and glyphosate-based herbicides, including more than 800 rigorous studies submitted to EPA,

European and other regulators in connection with the registration process, that confirms that these products are safe when used as directed. Notably, the largest and most recent epidemiologic study – the 2018 independent National Cancer Institute-supported long-term study that followed over 50,000 pesticide applicators for more than 20 years and was published after the IARC

-MORE-

CALIFORNIA LAWSUIT - Page 3

monograph – found no association between glyphosate-based herbicides and cancer.

Additionally, EPA's 2017 post-IARC cancer risk assessment examined more than 100 studies the agency considered relevant and concluded that glyphosate is 'not likely to be carcinogenic to humans,' its most favorable rating. As Health Canada noted in a very recent statement, 'no pesticide regulatory authority in the world currently considers glyphosate to be a cancer risk to humans at the levels at which humans are currently exposed.'"

For more information on Roundup, visit <https://www.bayer.com/en/glyphosate-roundup.aspx>.

For information on the Roundup litigation, visit <http://www.glyphosatelitigationfacts.com/main/>

### **About Bayer**

Bayer is a global enterprise with core competencies in the life science fields of healthcare and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. At the same time, the Group aims to increase its earning power and create value through innovation and growth. Bayer is committed to the

principles of sustainable development, and the Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2018, the Group employed around 117,000 people and had sales of 39.6 billion euros. Capital expenditures amounted to 2.6 billion euros, R&D expenses to 5.2 billion euros. For more information, go to [www.bayer.com](http://www.bayer.com).

# # #



Bayer Corporation  
100 Bayer Blvd.  
Whippany, NJ 07981

NEWS RELEASE

FOR IMMEDIATE RELEASE - 12/08/2016

### **BAYER STATEMENT REGARDING DISCRIMINATION LAWSUIT**

Whippany, NJ – Bayer is aware and investigating the claims made by a former employee claiming discrimination. At Bayer we take diversity and inclusion very seriously. Respecting and promoting diversity among employees has long been one of Bayer's goals, and we will continue to strive to achieve that goal.

The suit accuses Bayer of wrongful employment practices, citing New Jersey antidiscrimination laws and the federal Family and Medical Leave Act. Bayer is in the process of reviewing the report and the employees in question are no longer with the company. Bayer has policies against discrimination, harassment, and retaliation of all kinds.

“Bayer will vigorously defend itself in this action but, as the matter is before the court, it would be inappropriate to comment further at this time,” a senior spokesperson said.

-MORE-

DISCRIMINATION LAWSUIT - Page 2

### **About Bayer**

Bayer AG values transparency and will continue this commitment by releasing information when new information becomes available, updates will be disseminated through we will be sure to distribute the info through Bayer’s website, Bayer’s twitter, and through press briefings.

Bayer is a global enterprise with core competencies in the life science fields of healthcare and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. In fiscal 2018, the Group employed around 117,000 people and had sales of 39.6 billion euros. Capital expenditures amounted to 2.6 billion euros, R&D expenses to 5.2 billion euros. For more information, go to [www.bayer.com](http://www.bayer.com).

###



Bayer Corporation  
100 Bayer Blvd.  
Whippany, NJ 07981

## NEWS RELEASE

FOR IMMEDIATE RELEASE – 04/25/19

### **BAYER REACHES SETTLEMENT IN ORDER TO RESOLVE XARELTO™ LITIGATION**

Whippany, NJ – More than five years after the Xarelto™ litigation began, and with Bayer and Janssen Pharmaceuticals prevailing in all six cases that went to trial, the companies have agreed to settle for \$775 million.

“The settlement will resolve virtually all of the approximately 25,000 Xarelto™ claims in the US. The companies have reserved the right to withdraw from the settlement if certain participation rates of those who are eligible to participate are not satisfied,” a spokesperson said.

Bayer stands by the safety of Xarelto™ and regulatory agencies worldwide have confirmed that Xarelto™ is safe . We remain committed to the safety of more than 45 million patients worldwide who have been prescribed Xarelto™ and we are focused on developing new medications and remedies that improve our patients' lives.

-MORE-

BAYER SETTLEMENT - Page 2

**About Bayer**

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. At the same time, the Group aims to increase its earning power and create value through innovation and growth. Bayer is committed to the principles of sustainable development, and the Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2018, the Group employed around 117,000 people and had sales of 39.6 billion euros. Capital expenditures amounted to 2.6 billion euros, R&D expenses to 5.2 billion euros. For more information, go to [www.bayer.com](http://www.bayer.com).

# # #



# Crop Science

## Section 3: Templates

## Media Holding Statement Template



Bayer Corporation  
100 Bayer Blvd.  
Whippany, NJ 07981

MEDIA STATEMENT

FOR IMMEDIATE RELEASE -XX-XX-XXXX

[OCCURRENCE AT LOCATION]

CITY, STATE- [ WHO, WHAT, WHEN, WHERE, AND WHY SENTENCE HERE.]

The Roundup division of Bayer is currently looking into [.....]. At this time, we have established that [ say what is fact] [ include mission statement] As more information becomes available we will be sure to distribute the info through Bayer’s website, Bayer’s twitter, and through press briefings.

###

### Media Advisory Template



Bayer Corporation  
100 Bayer Blvd.  
Whippany, NJ 07981

MEDIA ADVISORY

FOR IMMEDIATE RELEASE – XX/XX/XXXX

BAYER CORPORATION TO HOST [INSERT EVENT] ON ROUNDUP WEED KILLER

WHAT: Bayer will be holding a [INSERT EVENT] addressing our product Roundup Weed Killer and [REASON FOR EVENT]

WHO: Bayer Corporation Crisis Communication Team

WHEN: The [INSERT EVENT] will be held on [INSERT DATE OF EVENT] at [INSERT TIME OF EVENT]

WHERE: [INSERT BUILDING NAME, ROOM NUMBER]  
[INSERT ADDRESS]  
[INSERT INSTRUCTIONS ON HOW TO GET THERE]

NOTE: [INSERT IF THERE IS REQUIRED OR RECOMMENDED REGISTRATION]  
[INSERT PARKING INSTRUCTIONS]  
Please contact [INSERT NAME] regarding any further questions.  
[INSERT NAME] can be contacted by email, at [INSERT EMAIL] or by phone, at [INSERT PHONE NUMBER]

###

### Challenges News Release Template



Bayer Corporation  
100 Bayer Blvd.  
Whippany, NJ 07981

NEWS RELEASE

FOR IMMEDIATE RELEASE - XX/XX/XXX

### HEADLINE

Whippany, NJ -- [WHO, WHAT, WHEN, WHERE AND WHY SENTENCE ABOUT THE INCIDENT HERE].

“[INSERT QUOTE APOLOGIZING IF NECESSARY FROM SENIOR EXECUTIVE BAYER EMPLOYEE]” [EXECUTIVE NAME] said.

[INSERT DETAILS ABOUT THE INCIDENT THAT ARE A FACT AND HAVE BEEN CLEARED BY LEGAL.]

“[INSERT QUOTE ON HOW THE INCIDENT DOES NOT ALIGN WITH BAYER VALUES AND CONDEMN ALL ACTIONS THAT GO AGAINST BAYERS MISSION]” [FROM SENIOR BAYER EXECUTIVE] said.

-MORE-

SUMMARIZED TITLE - Page 2

Bayer AG values transparency and will continue this commitment by releasing information [INSERT INFORMATION ABOUT WHEN, IF APPLICABLE. IF AN INTERNAL INVESTIGATION IS OCCURING, WRITE THAT DETAILS WILL BE DISCLOSED AT THE CONCLUSION OF THE INVESTIGATION AND BAYER CANNOT DISCUSS ONGOING INVESTIGATIONS.] [ONCE/IF/WHEN] new information becomes available, updates will be disseminated through [INSERT APPLICABLE COMMUNICATION CHANNELS: WEBSITE, SOCIAL MEDIA OR PRESS BRIEFINGS].

Bayer is a global enterprise with core competencies in the life science fields of healthcare and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. In fiscal 2018, the Group employed around 117,000 people and had sales of 39.6 billion euros. Capital

expenditures amounted to 2.6 billion euros, R&D expenses to 5.2 billion euros. For more information, go to [www.bayer.com](http://www.bayer.com).

###

### Rumors News Release Template



Bayer Corporation  
100 Bayer Blvd.  
Whippany, NJ 07981

NEWS RELEASE

FOR IMMEDIATE RELEASE - XX/XX/XXX

### HEADLINE

Whippany, NJ -- [WHO, WHAT, WHEN, WHERE AND WHY SENTENCE HERE]. Bayer AG values transparency and will continue to commit to it. We are aware of the [INSERT RUMOR HERE] and will continue to make public as much information on the subject as possible.

“[INSERT QUOTE HERE THAT SENDS THE MESSAGE THAT BAYER IS NOT COMMENTING ON THESE CLAIMS AT THE TIME, HOWEVER, WE WILL CONTINUE TO STAND BY OUR MISSION OF USING SCIENCE TO SOLVE THE WORLDS HEALTH AND NUTRITION PROBLEMS]” [SENIOR EXECUTIVE AT BAYER] said.

[INCLUDE INFORMATION ON BAYERS VALUES AND HISTORY OF COMMITMENT TO THOSE VALUES TO CUSTOMERS].

-MORE-

SUMMARIZED TITLE - Page 2

Bayer is a global enterprise with core competencies in the life science fields of healthcare and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. In fiscal 2018, the Group employed around 117,000 people and had sales of 39.6 billion euros. Capital expenditures amounted to 2.6 billion euros, R&D expenses to 5.2 billion euros. For more information, go to [www.bayer.com](http://www.bayer.com).

###

## Human Error Accidents News Release Template



Bayer Corporation  
100 Bayer Blvd.  
Whippany, NJ 07981

NEWS RELEASE

FOR IMMEDIATE RELEASE - XX/XX/XXX

### **HEADLINE**

Whippany, NJ -- [WHO, WHAT, WHEN, WHERE AND WHY SENTENCE ABOUT THE INCIDENT HERE]. Spokespeople will hold a press conference on [DATE HERE], at [TIME HERE] to discuss [INCIDENT HERE].

“[INSERT QUOTE FROM SENIOR EXECUTIVE BAYER EMPLOYEE]”

[EXECUTIVE NAME] said.

[INSERT DETAILS ABOUT THE INCIDENT THAT ARE A FACT AND HAVE BEEN CLEARED BY LEGAL.] Bayer executives have since [INSERT CHANGES BEING MADE].

Bayer is a global enterprise with core competencies in the life science fields of healthcare and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. In fiscal 2018, the Group employed around 117,000 people and had sales of 39.6 billion euros. Capital expenditures amounted to 2.6 billion euros, R&D expenses to 5.2 billion euros.

For more information, go to [www.bayer.com](http://www.bayer.com).

###

### **Organizational Misdeeds News Release Template**



Bayer Corporation  
100 Bayer Blvd.  
Whippany, NJ 07981

NEWS RELEASE

FOR IMMEDIATE RELEASE - XX/XX/XXX

### **HEADLINE**

Whippany, NJ -- [WHO, WHAT, WHEN, WHERE AND WHY SENTENCE ABOUT THE INCIDENT HERE].

“[INSERT QUOTE HERE THAT CONDEMNS THE ACTS AND DISCUSSES CORRECTIVE ACTION],” [SENIOR BAYER EXECUTIVE] said.

[INSERT DETAILS OF THE INCIDENT THAT ARE CLEARED WITH LEGAL].

“[INSERT STATEMENT/QUOTE ON HOW THE INCIDENT IS NOT CONSISTENT WITH THE BAYER VALUES],” [SENIOR BAYER EXECUTIVE] said. [ONCE/IF/WHEN] new information becomes available, updates will be disseminated through [INSERT APPLICABLE COMMUNICATION CHANNELS: WEBSITE, SOCIAL MEDIA OR PRESS BRIEFINGS].

-MORE-

SUMMARIZED TITLE - Page 2

Bayer is a global enterprise with core competencies in the life science fields of healthcare and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. In fiscal 2018, the Group employed around 117,000 people and had sales of 39.6 billion euros. Capital expenditures amounted to 2.6 billion euros, R&D expenses to 5.2 billion euros. For more information, go to [www.bayer.com](http://www.bayer.com).

###

## Workplace Violence News Release Template



Bayer Corporation  
100 Bayer Blvd.  
Whippany, NJ 07981

NEWS RELEASE

FOR IMMEDIATE RELEASE - XX/XX/XXX

### HEADLINE

Whippany, NJ -- [WHO, WHAT, WHEN, WHERE AND WHY SENTENCE ABOUT THE INCIDENT HERE].

“[INSERT QUOTE GIVING CONDOLENCES IF NECESSARY FROM SENIOR EXECUTIVE BAYER EMPLOYEE]” [EXECUTIVE NAME] said.

[INSERT DETAILS ABOUT THE INCIDENT THAT ARE A FACT AND HAVE BEEN CLEARED BY LEGAL.]

“[INSERT QUOTE ON HOW THE INCIDENT DOES NOT ALIGN WITH BAYER VALUES AND CONDEMN ALL VIOLENCE]” [FROM SENIOR BAYER EXECUTIVE] said.

-MORE-

SUMMARIZED TITLE - Page 2

Bayer AG values transparency and will continue this commitment by releasing information [INSERT INFORMATION ABOUT WHEN, IF APPLICABLE. IF AN INTERNAL INVESTIGATION IS OCCURRING, WRITE THAT DETAILS WILL BE DISCLOSED AT THE CONCLUSION OF THE INVESTIGATION AND BAYER CANNOT DISCUSS ONGOING INVESTIGATIONS.] [ONCE/IF/WHEN] new information becomes available, updates will be disseminated through [INSERT APPLICABLE COMMUNICATION CHANNELS: WEBSITE, SOCIAL MEDIA OR PRESS BRIEFINGS].

Bayer is a global enterprise with core competencies in the life science fields of healthcare and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. In fiscal 2018, the Group employed around 117,000 people and had sales of 39.6 billion euros. Capital expenditures amounted to 2.6 billion euros, R&D expenses to 5.2 billion euros. For more information, go to [www.bayer.com](http://www.bayer.com).

###



# Crop Science

## Section 4: Forms

**Bayer Crop Sciences Incident Report Form**

<b>Name of personnel filing report:</b>
<b>Date of report filing (Month Day, Year):</b>
<b>Date of Incident (Month Day, Year):</b>
<b>Local Time of Incident:</b>
<b>Location of incident:</b>

<b>Brief description of the incident and apparent cause:</b>

<b>Root cause of the incident:</b>			
Material	Personnel	Procedure	Other:

<b>Detailed description of the incident:</b>
--

<b>What was known?</b>	<b>What was not known?</b>

<b>Immediate corrective action taken:</b>

<b>Stakeholder(s) of concern:</b>	<b>Contact Information:</b>
<i>Have stakeholders been contacted?            Yes            No</i>	

**Lessons learned:**

--

**Recommendations for long term corrective action:**

--

**List of attachments/enclosures:**

--

**Bayer Crop Sciences Media Inquiry Log**

<b>Reporter's Name:</b>	
<b>Media affiliation/publication:</b>	
<b>Phone number:</b>	
<b>Email address:</b>	
<b>Date of inquiry (Month Day, Year):</b>	
<b>Local time of inquiry:</b>	
<b>Reporter's deadline:</b>	
<b>Inquiry/nature of call:</b>	
<b>Interview requested?</b> (if yes, who/when/where)	
<b>Follow up required?</b> (if yes, be specific)	




**Bayer Crop Sciences Post-Crisis Evaluation Form**

<b>Evaluation completed by</b> (name of personnel)	
<b>Date of evaluation completed:</b>	
<b>Name of crisis:</b>	
<b>Location of crisis:</b>	
<b>Date of crisis onset</b> (Month Day, Year):	
<b>Date of crisis completion</b> (Month Day, Year):	

**What was the cause of the crisis?**

**Was the crisis anticipated?**

**What communication channels were used to notify the public? Were they effective?**

**What went well?**

**What could have been improved?**

**After evaluating this crisis, do you see anything in the Crisis Communication Plan that could be altered? If yes, explain.**

**What still needs to be done to recover from the crisis?**

**Please answer the following by selecting a number on a scale of 1-5.**

1 - Strongly Disagree    2 - Disagree    3 - Neither agree or disagree    4 - Agree    5 - Strongly Agree

This crisis was handled in a timely manner. 1 | 2 | 3 | 4 | 5

This crisis team was prepared to handle the crisis. 1 | 2 | 3 | 4 | 5

The role of each member of the crisis team was clear *during* the crisis. 1 | 2 | 3 | 4 | 5

The role of each member of the crisis team was clear *after* the crisis. 1 | 2 | 3 | 4 | 5

The crisis communication plan was easy to follow. 1 | 2 | 3 | 4 | 5



# Crop Science

## Section 5: Sample Media Kit

## **Mission**

“Bayer: Science For All.”

Bayer is a world-class innovation company improving the health of humans, animals and plants. With our products, we are contributing to finding solutions to some of the major challenges of our time. The growing and increasingly aging world population require improved medical care and an adequate supply of food.

## **Overview**

### Bayer Company Overview

For over 150 years, Bayer has been an innovative company rooted in science. Our goal is to achieve and sustain leadership positions in our markets, thus creating value for our customers, stockholders and employees. To this end, our strategy is designed to help solve some of the most pressing challenges facing mankind, and by doing this exceptionally well, we aim to strengthen the company’s earning power. We are committed to operating sustainably and to addressing our social and ethical responsibilities as a corporate citizen, while at the same time respecting the interests of all our stakeholders.

### Crop Science Department Overview

Our Crop Science Department markets a broad portfolio of high-value seeds along with innovative chemical and biological pest management solutions, at the same time providing extensive customer service for modern and sustainable agriculture. Environmental Science focuses on non-agricultural applications, with a broad portfolio of pest control products and services for areas ranging from forestry to the home and garden sector. In September 2016, Bayer announced a proposed acquisition of Monsanto into its Crop Science division.

## **Cultural Norms**

Bayer values are represented by the acronym LIFE. These values apply to everyone at Bayer and are firmly integrated into our culture, ensuring a common identity across national boundaries and management hierarchies.

**Leadership**

**Integrity**

Flexibility  
Efficiency

## Executive Team Biographies

### Bayer Board of Management



**Werner Baumann** - Chief Executive Officer, Chairman of the Board

Werner Baumann became Chairman of the Board of Management (CEO) of Bayer AG on May 1, 2016. From October 1, 2014, until his appointment as Chairman of the Board of Management, he was Chief Strategy and Portfolio Officer and also responsible for the Europe, Middle East and Africa Region. Between April and the end of December 2015, Baumann was additionally Chairman of the Board of Management of Bayer Healthcare AG.



**Liam Condon** - Crop Science Division President, Board Member

Liam Condon has been a member of the Board of Management of Bayer AG and President Crop Science Division, headquartered in Monheim, Germany, since January 1, 2016. He is also responsible for the Animal Health Business Unit.



**Wolfgang Nickl** - Chief Financial Officer of North America North America, Board Member

Wolfgang Nickl has been a member of the Board of Management of Bayer AG since April 26, 2018. Effective June 1, 2018, he is responsible for Finance (Chief Financial Officer) and for the region North America.

**Bayer Crop Sciences Division Executive Team**



**Brett Begemann** - Chief Operating Officer, Crop Science

Brett Begemann serves as a member of the Executive Leadership Team and as Chief Operating Officer for the Crop Science division of Bayer. Based in St. Louis, Mo., he oversees commercial excellence across all areas of the Crop Science business, ensuring Bayer is equipped to deliver best-in-class value and service to customers worldwide.



**Bob Reiter** - Head of Research and Development, Crop Science

Head of Research & Development (R&D), Crop Science, Dr. Robert (Bob) Reiter serves as a member of the company's Executive Leadership Team. Based in Monheim, Germany, Reiter oversees the crop science research and development pipeline, leading thousands of scientists in the creation of world-class agricultural solutions with the goal of providing healthy food to a hungry planet.



**Dr. Dirk Backhaus** - Head of Product Supply, Crop Science

Dr. Dirk Backhaus serves as a member of the Executive Leadership Team and as Head of Product Supply for the Crop Science division of Bayer. Based in Monheim, Germany, Backhaus oversees the planning, manufacturing and delivery of Crop Science products and solutions worldwide.



**Frank Terhorst** - Head of Crop Strategy & Portfolio Management, Crop Science

Frank Terhorst serves as a member of the Executive Leadership Team and as Head of Crop Strategy & Portfolio Management for the Crop Science division of Bayer. Based in St. Louis, Mo., he leads efforts to drive a long-term strategy that builds value for farmers worldwide.



**Jesus Madrazo** - Head of Agricultural Affairs & Sustainability, Crop Science

Jesus Madrazo serves as a member of the Executive Leadership Team and as Head of Agricultural Affairs and Sustainability for the Crop Science division of Bayer. Based in Monheim, Germany, he works to find solutions to the challenges farmers and the environment face through collaboration, finding common ground with key stakeholders and critics, and expanding Bayer's sustainability efforts.



**Michael Schulz** - Chief Financial Officer and Head of Finance, Crop Science

Michael Schulz serves as a member of the Executive Leadership Team and as Chief Financial Officer and Head of Finance for the Crop Science division of Bayer.



**Dr. Michael Stern** - Head of Climate Corporation and Digital Farming, Crop Science

Dr. Michael Stern serves as a member of the Executive Leadership Team and as Head of Climate Corporation and Digital Farming for the Crop Science division of Bayer. Based in St. Louis, Stern leads a diverse team that develops digital tools to help the world's farmers understand their fields in ways that have never been possible before.



**Martin Dawkins** - Head of Post-Merger Integration, Crop Science

Martin Dawkins serves as a member of the Executive Leadership Team and as Head of Post-Merger Integration for the Crop Science division of Bayer. Based in Monheim, Germany, Dawkins leads the integration of Monsanto and Bayer, from operations and processes to people and culture.



**Gabriele Oehlschlaeger** - Human Resources Business Partner, Crop Science

Gabriele (Gaby) Oehlschlaeger serves as a member of the Executive Leadership Team and as Human Resources Business Partner for the Crop Science division of Bayer. Based in Monheim, Germany, Oehlschlaeger is responsible for the Human Resources strategy for Crop Science, attracting and retaining strong leadership and talents and shaping a work environment that fosters continuous development and high performance.



**Dr. Lars Benecke** - Head of Law, Patents and Compliance, Crop Science

Dr. Lars Benecke serves as a member of the Executive Leadership Team and as Head of Law, Patents and Compliance for the Crop Science division of Bayer. Based in Monheim, Germany, he ensures compliance, protects the company's assets and IP, and helps make innovation a reality for the benefits of farmers, consumers and our planet.



**Ingo Elfering** - Chief Information Officer and Head of Digital Transformation, Crop Science

Ingo Elfering serves as head of Digital Transformation & IT for the Crop Science division of Bayer. He is also a member of the Crop Science Executive Leadership Team (ELT), IT Leadership Team (IT LT) and U.S. Country Leadership Team.



Bayer Corporation  
100 Bayer Blvd.  
Whippany, NJ 07981

**MEDIA ADVISORY**

**CONTACT:** Jordan Garrick  
704-909-8257, [jleolag@live.unc.edu](mailto:jleolag@live.unc.edu)

Nov. 7, 2019

**BAYER CORPORATION TO HOST PRESS CONFERENCE ON PRODUCT ROUNDUP  
WEED KILLER**

**WHAT:** A press conference hosted by Bayer Corporation to address questions about their Roundup Weed Killer product line from media outlets.

WHO: Bayer Corporation Crisis Communication Team

WHEN: 10:00 a.m. Press Conference

WHERE: The University of North Carolina at Chapel Hill Hussman School of Media and Journalism  
Basement Room Number 33  
Carroll Hall, CB 3365  
Chapel Hill, NC 27599

NOTE: Prior registration is recommended for the event.  
Carroll Hall is located on the campus of the University of North Carolina at Chapel Hill across from Polk Place quad.  
Parking options include Rams Head Parking Deck, South Road and Ridge Road for a fee. The event will only discuss Roundup Weed Killer and the new product innovations and answer relevant media questions surrounding the product.



Bayer Corporation  
100 Bayer Blvd.  
Whippany, NJ 07981

## FACT SHEET

FOR IMMEDIATE RELEASE- 11/15/2019

### Company History

- Founded in 1863
- Bayer is headquartered in Leverkusen, Germany. North American headquarters are located in Whippany, NJ.
- Bayer bought Monsanto, Roundup's parent company, for \$66 billion in 2018
- Bayer AG is a German multinational pharmaceutical and life sciences company and one of the largest pharmaceutical companies in the world.

### Product Facts

- Roundup ingredients: Isopropylamine salt of glyphosate (active ingredient), Water, ethoxylated tallowamine surfactant, Related organic acids of glyphosate, Excess isopropylamine
- Brought to market: 1974
- Glyphosate:  $C_3H_8NO_5P$  - Classified as an amino acid
- Iterations: There are 35 different Roundup products available in the United States including; Roundup Ready-to-use, Roundup for lawns, Roundup weed and grass killer,

Roundup extended control, Roundup Pro, and Roundup concentrate poison ivy plus tough brush killer. Each of these products contain varying amounts of the active ingredient, glyphosate.

### **Safety**

- It is a violation of federal law to use Roundup in any manner inconsistent with its labeling.
- Specific safety precautions can be found on our website for each iteration of Roundup products.

### **Research**

- EPA research shows that Glyphosate does not cause cancer.
- Australia's regulator, the Australian Pesticides and Veterinary Medicines Authority (APVMA), reviewed the safety of glyphosate after IARC's determination. It's 2016 report concluded that based on current risk assessment the label instructions on all glyphosate products – when followed – provides adequate protection for users. The Agricultural Health Study, which followed more than 50,000 people in the US for over ten years, was published in 2018. This real-world study in the populations with the highest exposure to glyphosate showed that if there is any risk of cancer from glyphosate preparations, it is exceedingly small.
- In 2015, Germany's Federal Institute for Risk Assessment suggested glyphosate was neither mutagenic or carcinogenic.
- 2015 review by the European Food Safety Authority concluded glyphosate was unlikely to pose a carcinogenic hazard.

### **Legal Resources**

- For Information regarding legal proceedings please contact our legal advisor on Roundup litigation, John Beisner at +1(202)371-7410 or at [john.beisner@skadden.com](mailto:john.beisner@skadden.com)



Bayer Corporation  
100 Bayer Blvd.  
Whippany, NJ 07981

#### **Official Media Statements**

FOR IMMEDIATE RELEASE- 11/15/2019

#### **Regarding California State Glyphosate Trial:**

“Bayer is disappointed with the jury’s decision and will appeal the verdict in this case, which conflicts directly with the U.S. Environmental Protection Agency’s interim registration review decision released just last month, the consensus among leading health regulators worldwide that glyphosate-based products can be used safely and that glyphosate is not carcinogenic, and the 40 years of extensive scientific research on which their favorable conclusions are based.

We have great sympathy for Mr. and Mrs. Pilliod, but the evidence in this case was clear that both have long histories of illnesses known to be substantial risk factors for non-Hodgkin’s lymphoma (NHL), most NHL has no known cause, and there is not reliable scientific evidence to conclude that glyphosate-based herbicides were the "but for" cause of their illnesses as the jury was required to find in this case.

The contrast between today’s verdict and EPA’s conclusion that there are “no risks to public health from the current registered uses of glyphosate” could not be more stark. EPA’s conclusion is based on a database of more than 800 studies on glyphosate and Bayer’s glyphosate-based herbicides that relate to human and mammalian health, and its 2017 cancer risk assessment also examined numerous studies in the open literature. In contrast, plaintiffs in this case presented the jury with cherry-picked findings from a tiny fraction of the volume of studies available, and that failed to adjust for exposure to other pesticides, did not have statistically significant results, had very small exposed populations and/or are at odds with the full body of science. Plaintiffs also relied heavily on IARC’s assessment of glyphosate from 2015. But as EPA noted, EPA’s cancer assessment was “more robust” and “more transparent” than IARC’s review, which considered

only a subset of published studies included in EPA's evaluation. IARC's opinion remains an outlier among international health regulators and scientific bodies.

The verdict in this trial has no impact on future cases and trials, as each one has its own factual and legal circumstances. Also, this litigation will take some time before it concludes as no case has been subject to appellate review where key legal rulings in the trials will be assessed. The company will continue to evaluate and refine its legal strategies as it moves through the next phase of this litigation, which will be marked by a greater focus on post-trial motions and appellate review and trials scheduled in different venues.”

**Regarding Glyphosate:**

“Glyphosate-based Roundup™ products have been used safely and successfully for over four decades worldwide and are a valuable tool to help farmers deliver crops to markets and practice sustainable farming by reducing soil tillage, soil erosion and carbon emissions. Regulatory authorities around the world consider glyphosate-based herbicides safe when used as directed. There is an extensive body of research on glyphosate and Bayer's glyphosate-based herbicides, including more than 800 rigorous studies submitted to EPA, European and other regulators in connection with the registration process, that confirms that these products are safe when used as directed. In addition, the largest and most recent epidemiologic study – the 2018 independent National Cancer Institute-supported long-term study that followed over 50,000 pesticide applicators for more than 20 years and was published after the IARC monograph – found no association between glyphosate-based herbicides and cancer. Additionally, EPA's 2017 post-IARC cancer risk assessment examined more than 100 studies the agency considered relevant and concluded that glyphosate is “not likely to be carcinogenic to humans”, its most favorable rating, while the agency's April 2019 interim registration review decision on glyphosate also reaffirmed that “there are no risks to public health when glyphosate is used in accordance with its current label and that glyphosate is not a carcinogen.”

**Regarding New Research:**

“While glyphosate will continue to play an important role in agriculture and in Bayer's portfolio, the company is committed to offering more choices for growers,”



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NEWS RELEASE

FOR IMMEDIATE RELEASE

November 15, 2019

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#### BAYER TO HOST PRESS CONFERENCE REGARDING ROUNDUP

CHAPEL HILL, N.C. – Bayer will be hosting a press conference on Friday, Nov. 15 at 10 a.m. at Carroll Hall, on the campus of the University of North Carolina at Chapel Hill. We will be addressing questions about Roundup Weed Killer. We ask that the media please keep questions related Roundup.

Bayer is aware of the public image and misconception about its product, Roundup, and we will be addressing those concerns. Roundup has been used for over 40 years worldwide, and through our research we have concluded that Roundup does not cause cancer. We are aware of current litigation and we believe that the evidence we have supports our claim.

According to an official statement by Bayer, “Glyphosate-based Roundup™ products have been used safely and successfully for over four decades worldwide and are a valuable tool to help farmers deliver crops to markets and practice sustainable farming by reducing soil tillage, soil erosion and carbon emissions. Regulatory authorities around the world consider glyphosate-based herbicides safe when used as directed. There is an extensive body of research on glyphosate and Bayer’s glyphosate-based

herbicides, including more than 800 rigorous studies submitted to EPA, European and other regulators in connection with the regulation process, that confirms that these products are safe when used as directed.”

### **About Bayer**

Bayer is a global enterprise with core competencies in the life science fields of healthcare and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. At the same time, the Group aims to increase its earning power and create value through innovation and growth. Bayer is committed to the principles of sustainable development, and the Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2018, the Group employed around 117,000 people and had sales of 39.6 billion euros. Capital expenditures amounted to 2.6 billion euros, R&D expenses to 5.2 billion euros. For more information, go to [www.bayer.com](http://www.bayer.com).

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