



**Collaboration starts
with good communication**





DU PONT

Understand Needs
to

Drive Our Science

UNDERSTAND CUSTOMERS' NEEDS



DuPont's frontline interface

- Sales reps
- Marketing Specialists
- Food Chain Team



Who's our customer?

Advanced Seed
Genetics

Better Crop
Protection

Animal health
Solutions

Food Safety
Testing

Enhanced Soy
Products

Packaging
Solutions

Better Nutrition
and Health



AG
INPUTS

AG
PRODUCTION

HARVEST &
DELIVERY

STORAGE &
TRANSPORT

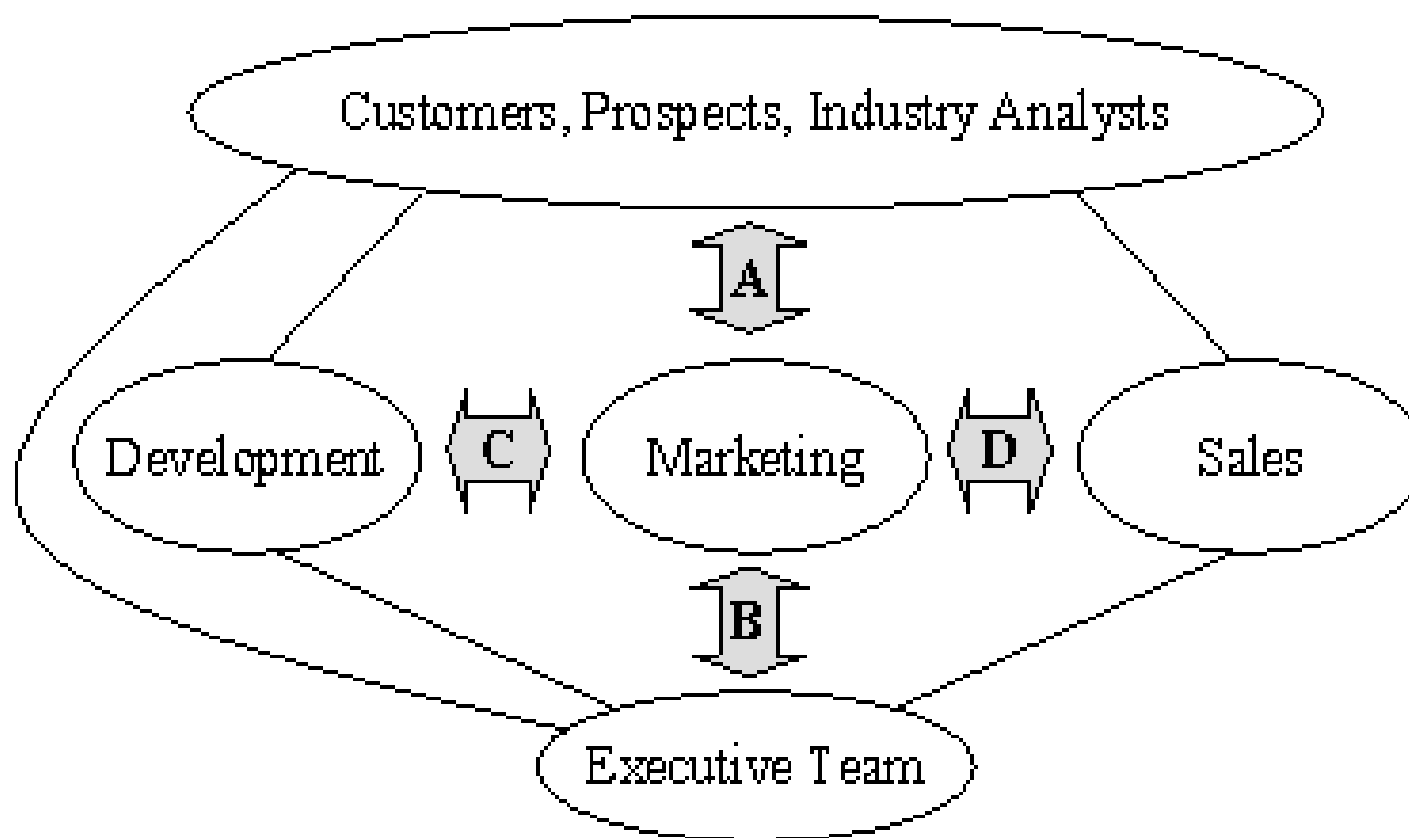
GRAIN HANDLING
& PROCESSING

MANUFACTURING
& DISTRIBUTION

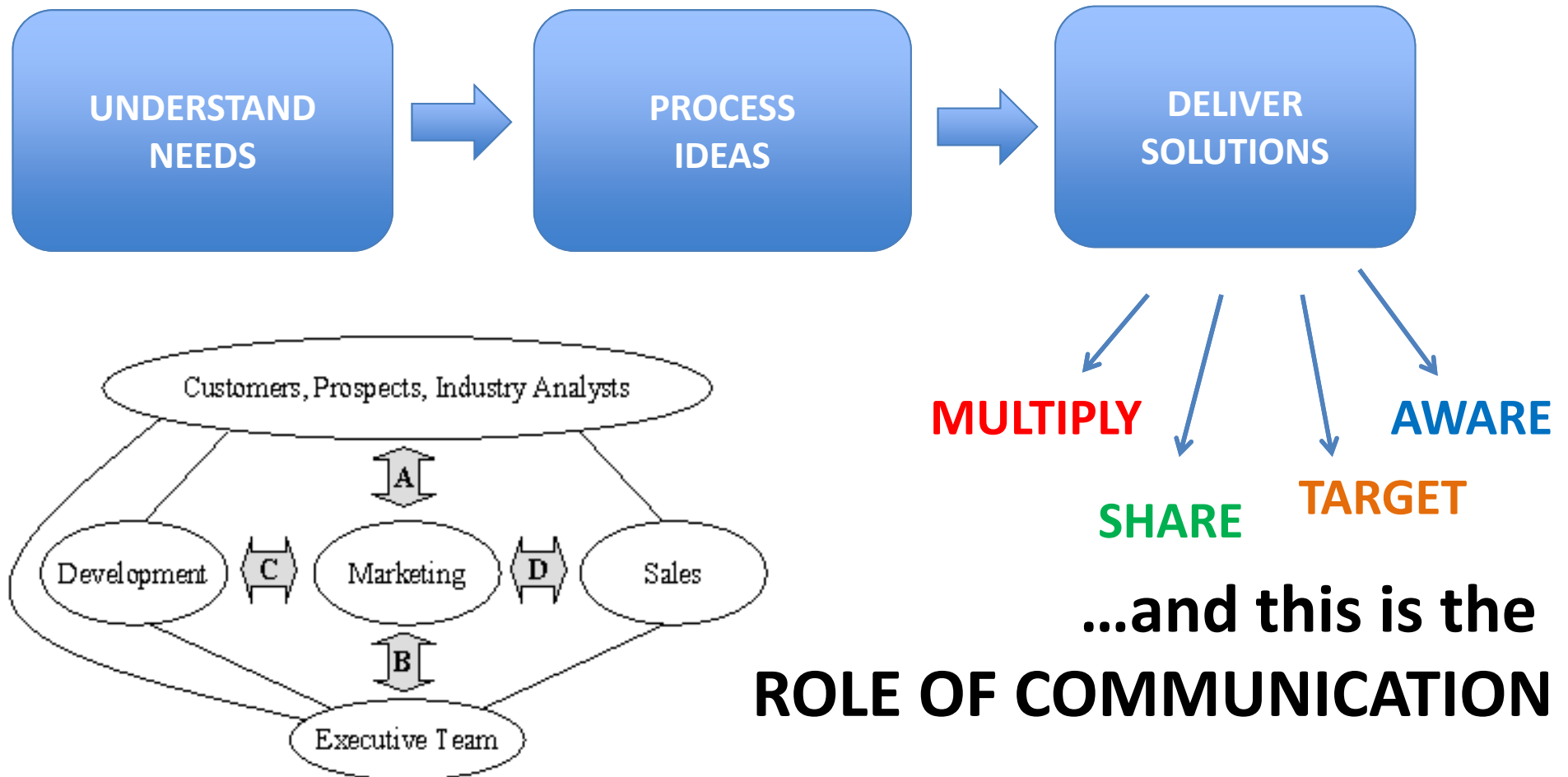
CONSUMERS

The Food Value Chain

UNDERSTAND NEEDS FROM THE MARKET



THE ROLE OF MARKETING



Everything changes...

...way to communicate too!



MARKET TREND

- **1.620.000** farms
- **61.000** farms «informatized»
- **29.010** farms have a website or internet page
- **10.888** farms have an e-commerce activity

How the farmers count on Internet?

85% of the interviewee think that Internet is an important tool

How the farmers get informations?

50% direct contact or peer to peer «word of mouth»

30% Internet

9% paper (magazines)

Which source on the web.....

- 1° Company Website
- 2° **Database and search engine**
- 3° Others website
- 4° Forum on line

The **DU PONT** way!

How do we communicate?

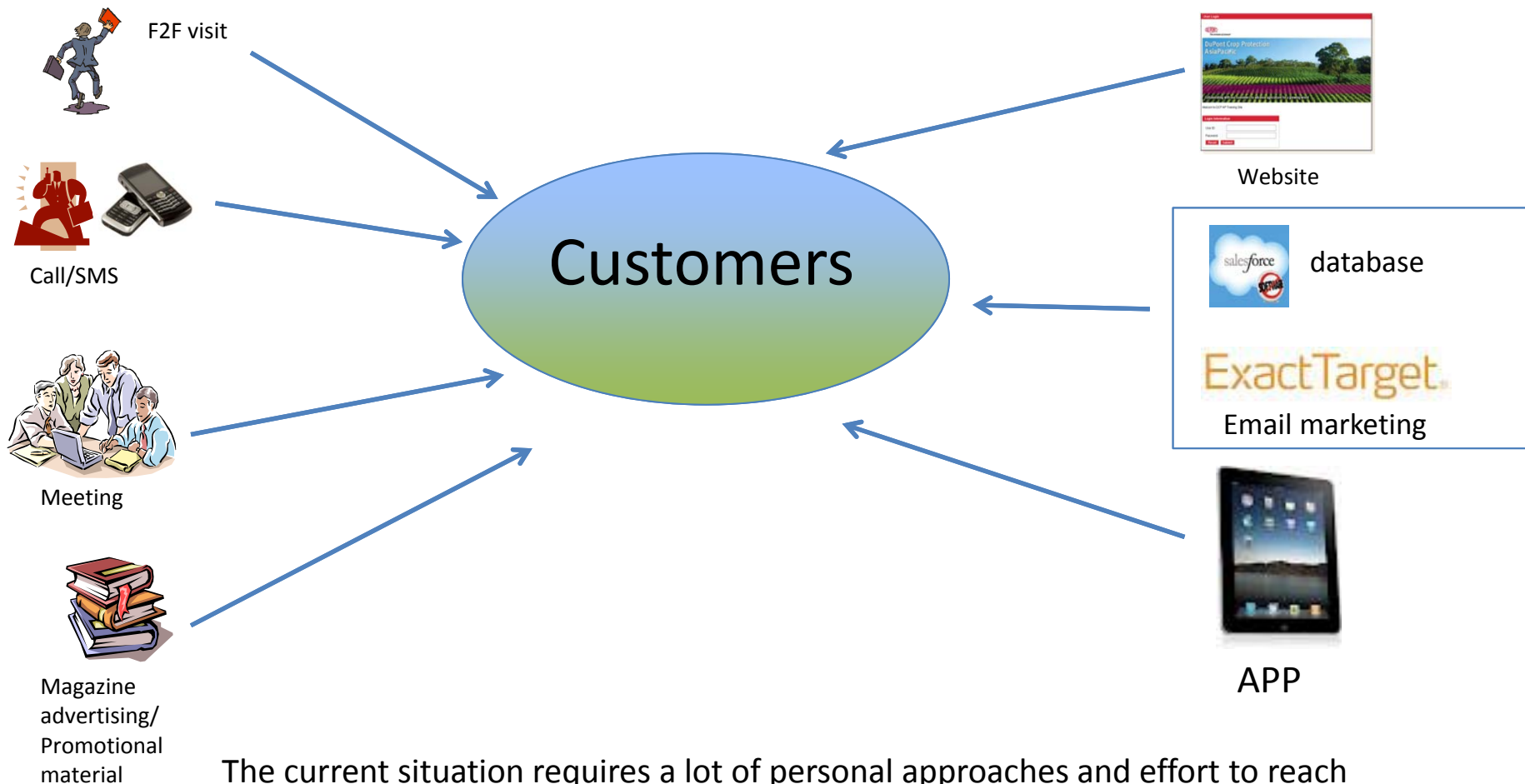
- Technical language
- Data supported
- Stewardship driven
- Segmented
- Customer values' driven
- Emotional



DuPont Communication

TODAY

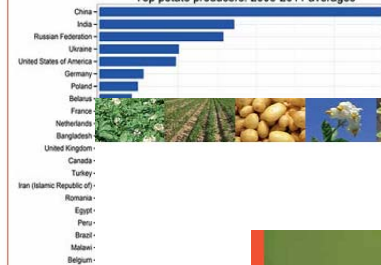
NEW TOOLS



The current situation requires a lot of personal approaches and effort to reach our customers. Many more opportunities via a digital approach.

Potato Tuber Moth meeting - Bologna 2013

Top potato producers: 2006-2011 averages



Since its introduction as a crop for human consumption in the mid-1800s, a severe pest has decimated parts of the surviving populations in central and southern areas, and France, the potato

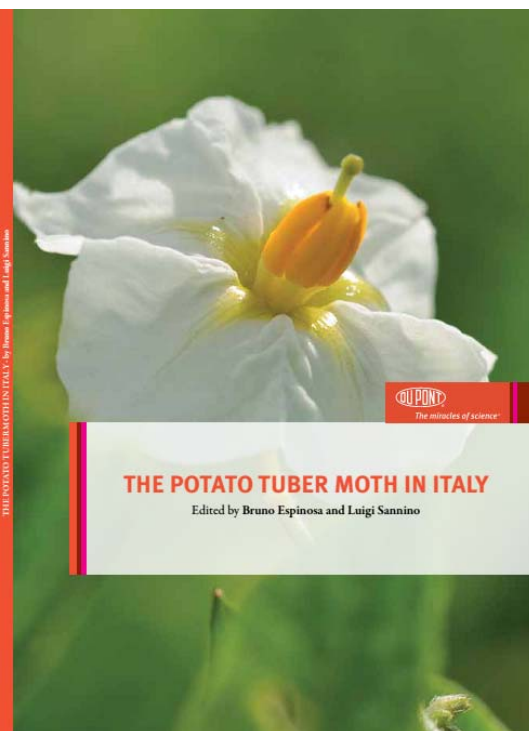
Potato cultivation produces millions of tons of tubers, although most is for animal feed (magna, Sicily, Tuscany, Abruzzo). In Italy, production was reduced to the top two districts (18% of the total).

Early chemical control
In the first few decades, no specific and regular, weekly applications of DDT.

An effective control program, flight monitoring

Agricultural control
populations of the Potato Tuber Moth

- rotations with non-host plants
- use of healthy seed
- planting at a depth to reach tubers covered by soil
- early planting, as the soil is warmer
- adequate spacings by ridging tubers
- cultivation and irrigation
- week before harvest (sprinkler irrigation surface, especially in the north)

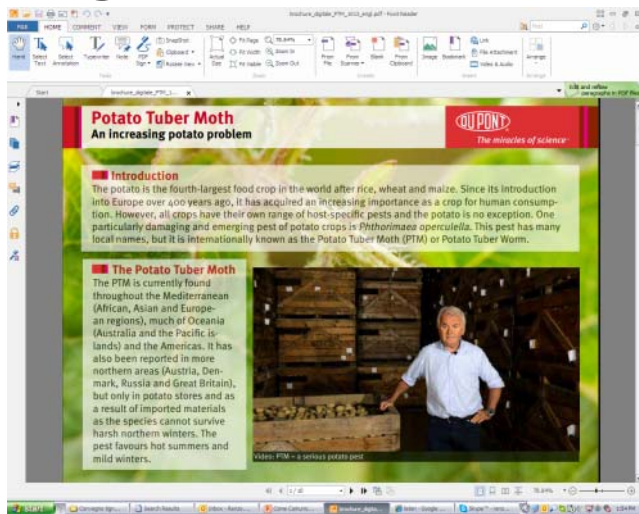


Paper & Digit



Potato Tuber Moth meeting - Bologna 2013

digital brochures



Digital literature supported by multi-media contents for personal computer and tablets

- Interviews
- Animated clips
- Voice- assisted trials results
-

Virtual journey into the field with interviews, pictures, videos and even more on your iPad or iPhone

I Panos





- Decision supporting tool
- Advisory
- Library

A comprehensive hub or technical discussion

We've created the first

Global Food Security Index

to enable collaborative action against the problem.

The screenshot shows the homepage of the Global Food Security Index website. At the top, the title 'Global Food Security Index' is displayed next to the Economist Intelligence Unit logo. A navigation bar includes links for Home, Overview, Country profile, Key findings, Methodology, Sources, and About. A social media share button is also present. Below the navigation bar, an update notice states: 'Update: Global Food Security Index **adjusts** for rising food prices. [Download the press release.](#)'. The main header features the title 'Global Food Security Index' over a background image of wheat. Two buttons are visible: 'Find your country' and 'Explore the index'. A 'Sponsored by' section shows the 'OU PONT' logo. Below this, a section titled 'Indexing three core issues in 105 countries' lists 'Affordability' (with a currency icon), 'Availability' (with a house icon), and 'Quality and Safety' (with a medical cross icon). A link to 'View our methodology and expert panel' is provided. To the right of this section is a world map. Further down, a graphic with icons of a tree, a house, and a cloud is shown. To the right of this graphic, the text reads: 'Our index measures the risks and factors that drive food security, including:'. Below this, two sections are visible: 'Affordability' with a list of factors (Food consumption as a share of household expenditure, Proportion of population under global poverty line, Gross domestic product per capita, Agricultural import tariffs, Presence of food safety net programs, Access to farmer financing) and 'Availability'.

Global Food Security Index

Economist Intelligence Unit

Home Overview Country profile Key findings Methodology Sources About

Update: Global Food Security Index **adjusts** for rising food prices. [Download the press release.](#)

Global Food Security Index

Find your country

Explore the index

Sponsored by

Indexing three core issues in 105 countries

Affordability Availability Quality and Safety

View our methodology and expert panel

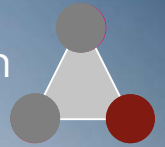
Our index measures the risks and factors that drive food security, including:

Affordability

- Food consumption as a share of household expenditure
- Proportion of population under global poverty line
- Gross domestic product per capita
- Agricultural import tariffs
- Presence of food safety net programs
- Access to farmer financing

Availability

Collaboration



Realizing Collaboration:

Building Trust, Sharing Progress

Strong relationships with regulators

Developing the next generation of agricultural leaders

Delivering solutions throughout the value chain



Thank you for your attention!

¹DuPont thanks Luigi Sannino (CRA-CAT, Unità di ricerca per le colture alternative al tabacco, Scafati) and Bruno Espinosa (Dipartimento di Agraria, Università di Napoli 'Federico II', Portici) for providing their permission to reproduce the pictures included in the presentation.



The miracles of science™