



# Use of the CFI Transparency Index - Monsanto Company

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# Why did we participate?

From our website:

“The 20,000 people who work at Monsanto have strong values that drive our business in agriculture. We strive to play a positive role in the communities where we work and live, and we are dedicated to providing transparency about what we do.”

Yet – there is a disconnect in consumers' perception of our transparency efforts.

We are interested in closing that gap...



## Key Takeaways

- Tool needs updating for input companies
- An interactive forum with consumers is key
- Information on websites must be accessible and consumer-friendly



# Tool needs updating for input companies

- We are an “input” company, not a direct to consumer company
- Some of the categories are not applicable in the same way as food companies, e.g. treatment of animals
- Some of the “not applicable” questions could be applicable with slight modifications. Examples include:
  - Provides safe handling instructions on the package
  - Provides instructions on how to recycle food packaging, on the product label

# An interactive forum with consumers is key

Common practices associated with all 6 topics:

- Provides a way to ask questions about the potential impact of the company's food products on health on its web site
- Responds to consumer inquiries about the potential impact of their food products on health in easy to understand language

# Discover.Monsanto.com



Kate G.

How do you reconcile needing hazmat suits to spray the foods that we subsequently put in our mouths and consume?



Answer



Hi Kate, we do not make any products that require hazmat suits. Government agencies like EPA set requirements for protective clothing for farmers and others to use when applying

## Related Questions



Mariah W.

does monsanto support free range livestock? if not, what are your regulations for livestock treatment \*quality over quantity, right!\*



Kate W.

Does Monsanto have anything to do with hormones in meat/dairy?



Maria F.

How can a GMO crop with pesticides in its DNA be as healthy as a non-GMO? How is ingesting that pesticide healthy?

# Information on websites must be accessible and consumer-friendly

There are many things that we think we do well, but the auditors couldn't find:

- Has food safety processes audited by an independent third party
- Provides the results of independent third party audits on the company web site
- Provides information about the company's relationship with the community in which food is produced on the company web site
- Publicly addresses all questions about the ethical implications of company practices on its web site





**Thank You**

