

A Baldwin Production

MONSANTO

30 Second Film

"GMO REBRANDED: AMERICA'S CROPS"

VIDEO

AUDIO

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| 1a. | KIDS RUN THROUGH A CORN FIELD, LAUGHING. | 1. | <u>NARRATOR</u> (V.O.): Here at the Monsanto Company we value our families, just as much as our crops. |
| 1b. | SPRINKLERS DRENCH A FIELD OF CROPS. | | |
| 2. | INSIDE A SCIENCE LAB, A YOUNG WOMAN HOLDS A TEST-TUBE, MEASURING LIQUIDS. | 2. | <u>NARRATOR</u> (V.O.): Which is why, starting today, we've decided against using genetically modified seeds. |
| 3. | INSIDE A SUPERMARKET, WE MOVE DOWN A FOOD AISLE, LINED WITH BOXES OF FOOD. | 3. | <u>NARRATOR</u> (V.O.): All of our products will contain packaging that signifies where it was grown, and guarantee it's GMO-free. |
| 4. | WHITE SCREEN, MONSANTO LOGO DISSOLVES IN. SUPER: "A BETTER TOMORROW". | 4. | <u>NARRATOR</u> (V.O.): Monsanto. Putting your health and safety first, to create a better tomorrow. |