

Theme: Genetic Engineering

Text: 2 Monsanto Advertisements (1009+2010)

Source: <http://www.monsanto.com/responsibility/sustainable-ag/advertisements.asp>

Word Count: 281 Wörter

Illustration: Cartoon by Khalil Bendib, a Berkeley, CA-based award-winning cartoonist, who was born in North Africa.

Source: <http://www.bendib.com/newones/2004/november/large/Monsanto%20Claus.jpg>

Annotations:

Ad 2: 20 alleviate – make less painful

Assignments:

1. Describe the benefits that Monsanto's products offer to the customers according to the two advertisements. Include the illustrations and elements of layout in your description. [Orientation/Context, 16 pts.]
2. Analyse Bendib's cartoon and apply its message to relevant elements of the Monsanto ad. [Analysis 24 pts.]
3. Comment on the issues that are raised by the presented materials. [Evaluation 20 pts.]



Monsanto Ad 1

9 billion

people to feed. A changing climate.

NOW WHAT?



Experts say we'll need to double agricultural output by 2050 to feed a growing world. That's challenge enough. But with a changing climate, the challenge becomes even greater.

Providing abundant and accessible food means putting the latest science-based tools in farmers' hands, including advanced hybrid and biotech seeds. Monsanto's

advanced seeds not only significantly increase crop yields, they use fewer key resources – like land and fuel – to do it. That's a win-win for people, and the earth itself.

Producing more. Conserving more. Improving farmers' lives. That's sustainable agriculture. And that's what Monsanto is all about.

The world's farmers will need to double food production by 2050. Biotechnology can help.

Monsanto Ad 2

Planting
biotech seeds. Harvesting
HOPE.



Biotech seeds increase crop yields and decrease the need for certain pesticides. But what's less well known is what that means to farmers' lives – and their communities – in developing and newly industrialized countries.

A recent study showed biotech corn can increase farmer profits in the Philippines by as much as 48 percent.*

Farmer Rosalie Ellasus speaks from experience. "I've increased my corn yield, from 3.2 metric tons per hectare with traditional seeds to 7.8 metric tons with

biotech corn seeds," she says, "... and I now send my children to quality schools."

Clive James, who authored the report, says biotech corn provides the developing world "safer and more affordable food and feed ... alleviating the hunger and malnutrition that claim 24,000 lives a day in Asia, Africa and Latin America."

Producing more. Conserving more. Improving farmers' lives. That's sustainable agriculture. And that's what Monsanto is all about.

700 million world farmers live on \$1.25 per day. Improving that improves lives.