

Exhibit 11 Supportive Third Party Stakeholder Database

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Supportive Third Party Stakeholders Database

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**From:** Carter Kay USGR  
**Sent:** Tuesday, February 11, 2003 4:28 PM  
**To:** Mack Mike USGR; Capps Jan USGR  
**Subject:** Pro-active Ideas

Hi Mike and Jan -- following your request for some pro-active activities we might do in external communications, Sherry, Ken and I recently got together for a brainstorming session.

We started with what we're currently doing. This was an important activity for us because we sometimes get so wrapped up in the fire-fighting that we forget how many things we do which already fall into the pro-active column:

- Media training -- Triazine Network (Jan. 13) , Mike Mack (Jan. 17) , glyphosate team (Feb 3), paraquat team (Feb. 4)
- Ongoing coaching/practice before each and every media interview.
- Young Farmer Achievement Awards (new) with Farm Bureau Federation -- this is Ken's program, funded by the BUs, that awards statewide award winners with a voucher for Syngenta products.
- Swiss Trip -- coordination of the Syngenta Crop Protection Recognition Awards, which honor the outstanding achievements of scientists and journalists from selected agricultural associations.
- Coordination of Neil Strong's leadership development programs (and media training) for growers representing corn, soybeans, wheat, cotton, rice, potatoes, sorghum and American AgriWomen.
- Sponsorship of the National Association of Farm Broadcasters annual "Farm Broadcaster of the Year" award and relationship building activities with this group and its members.
- Sponsorship of the American Association of Agricultural Editors annual "Farm Writer of the Year" award and relationship building activities with this groups and its members.
- Syngenta media fellowship program (paid by Lori Captain) in which we work with AAEA and NAFB to send ag writers and farm broadcasters to our half-year and full-year results conferences in Europe. Ken will accompany two media reps to London next week.
- Atrazine specific --
  - hold atrazine update news conference (featuring Jere White of Triazine Network) at the upcoming Commodity Classic (Feb. 28)
  - our 2002-03 relationship with the independent panel as a third-party source on the atrazine/frog issue
  - our contract with V-Fluence to provide online and media monitoring
  - our work with V-Fluence to generate op-ed pieces in support of sound science (Steve Milloy, Alex Avery)
  - periodic communication to industry allies, growers and trade media about atrazine issues
  - generation of advertorials, op-eds and news articles about stewardship
- Paraquat specific --
  - media training and coaching before interviews
  - our contract with V-Fluence to provide online and media monitoring
  - completion of a revised media guide to paraquat (ready to use when/if we need it in the US)
- Allergan project specific --
  - media monitoring
  - media training
  - our work to begin compiling a list of groups who might provide support for the project (rug cleaners, American College of Allergy, etc.)
- Crisis planning
  - EMS procedures and team in place
  - Periodic tabletop exercises (like the one in Dec. 2002)
- Community relations (pro-active in creating goodwill toward Syngenta in the community)

- our positive relationship with the Greensboro media
- community grant program
- High School Science Awards
- exhibit/sponsorship of the Children's Museum
- Days of Caring
- UNC-G internship program
- board memberships (like Sherry on NC Beautiful board and Kay on Second Harvest Food Bank board)

**Now for our wish-list.** If we could do more in the pro-active column, here are some of the activities that would improve Syngenta Crop Protection's reputation in the U.S. Please bear in mind that most of these would take additional budget to implement.

#### 1.) Pro-pesticide campaign

Our industry sorely needs a public relations campaign to improve the image of pesticides -- like the campaigns underway for biotechnology and for the plastics industry. Advertising in the major media would be crucial. CropLife America currently has a "benefits" campaign underway, but the program is very limited in funding and scope. The public image of Syngenta would improve if the public image of pesticides/pesticide companies improved overall. Perhaps Syngenta could encourage CropLife America to reallocate some of their resources to fund a broader effort.

#### 2.) Syngenta image campaign

Since the 2000-2001 Syngenta launch program (3-4 months in total length), we have had no coordinated effort (nor budget) to brand Syngenta or Syngenta Crop Protection. This will be increasingly important as we attempt to further our CRM goals. If the growers don't know who Syngenta is...then how can they make us their supplier of choice? We need some type of campaign at the ag level -- and perhaps beyond -- to raise awareness about the company. My group came up with some initial ideas of what a campaign might include. I can explore additional ideas and a cost estimate from Gibbs-Soell if you wish. But if you don't think funding is in the cards, I don't want to incur any development costs from the agency. Here's what we came up with internally:

- advertising in ag trade and other publications
- a speaker circuit with our executives
- media tours for our executives
- a webcast for media featuring Syngenta and other experts on a timely topic, such as weed resistance
- stewardship "events" in local communities where we have major efforts underway
- activities to tie our hunger and ag education initiatives into the image campaign, such as partnering with American Agri-Women to increase the reach of our hunger (FoodShare) initiative
- more Syngenta coverage in business and general publications (Lori)

#### Atrazine "event" for general media

We might consider an "Atrazine 101" program in 2003 for major media who have covered atrazine over the past year, including presentations from third-party sources, a visit to the St. Gabriel plant, and a visit with farmers who depend on atrazine. I have already suggested this tactic to Lori, and we will need her okay/support before reaching out to the major media, since they fall into her domain.

**Create a website for S-metolachlor, just as Syngenta has for atrazine and paraquat.**

**Purchase "Tyrone Hayes" as a search word on the Internet, so that any time someone searches for Tyrone's material, the first thing they see is our material, not his.**