

## **PLANS FOR INTRODUCTION**

**Brett D. Begemann**  
**Marketing**  
**Monsanto Company**  
**St. Louis, MO**

### **Abstract**

In Oct. 1995, Monsanto received final regulatory approval to market Bollgard (Bt) cotton in the U.S. Anticipation for this technology has been great on the promise of better caterpillar insect control and potential for reduced cost for growers.

Bollgard represents another step along the way of science improving agriculture. Changes in science also encourage changes in marketing. Bollgard will be one of the first products where a patented gene is included in a seed covered by the Plant Variety Protection Act. Monsanto, along with its seed partners, Delta and Pine Land, Stoneville and Hartz will introduce Bollgard with a concept of grower licensing.

When the insect control of Bollgard is combined with the seed, other complicating issues arise. Consideration must be given to seeding rates when pricing insect control. Replant situations must also be addressed and the timing of insect control cost may change dramatically.

As we and our seed partners, D&PL, Stoneville and Hartz, introduce Bollgard to the market, the above mentioned issues will be addressed. It is our goal to be responsive to the needs of the grower and strengthen that relationship for the future.