

BIOGRAPHY

NAME: Jerry N. Duff
AGE: 55 (13 January 1953)

EDUCATIONAL

QUALIFICATION: B.S., Agricultural Journalism, University of Missouri, 1975
Emphasis in Agricultural Economics
Work-Study Student in Entomology, University of Missouri

TRAINING

RECEIVED: Journalist Workshops, Harvest Publishing (Harcourt, Brace, Jovanovich), 1977 - 1979
Product and Chemical Training, Union Carbide, 1981
Numerous professional workshops and seminars

PROFESSIONAL

EXPERIENCE: **The Duff Company/TDC International.** President/CEO, Atlanta, Georgia (1986 – 1987), London (1992-2002) and Kansas City (1987- present). A unique business model expanded the reach of a typical advertising/public relations agency by creating a strong marketing and business/market development discipline. With more than 23 years in business, the company has evolved into a technically sophisticated business/market development firm. Currently, 50 percent of TDC annual turnover is from the strategic services business unit, which includes market analysis, business/product/market/ marketing strategic planning and process facilitation, field and technical services. The office in London was directed by TDC International Director David Craton (founding partner in CLK International in London) until his death in 2002. Our current and past clients include, but are not limited to:

- **Bayer CropScience.** The Duff Company currently provides strategic business, market and product planning, and process facilitation and training for the technical community in cotton, corn, soybeans, rice, canola, peanut, vegetable and tree & vines markets. Since we began working with Temik, a product first introduced in cotton in 1970, marketshare has increased dramatically, which has led to consultative work in other product and crop markets on behalf of Bayer. The First Forty Days® and Fruiting to Finish® initiatives in cotton have been embraced by the technical community and are being taken to the cotton marketplace by National Cotton Council and Cotton Incorporated.
- **Bayer BioScience.** The Duff Company provides strategic business and market planning for Cotton Seed, helping the

business unit grow from 15 percent marketshare of the U.S. market in 2003 to 50 percent in 2007.

In addition, TDC works with trait technology at the seed industry level on behalf of Bayer. Much of this work is strategic planning and execution of plans, but it also includes technical training programs targeted to priority audiences, including weed scientists.

- **HYTEST® SEEDS.** Once a part of ABT, The Duff Company has been providing advertising and public relations support for this brand of corn seed since 1997. It also is owned by Winfield Solutions.
- **AgriLabs.** A large buying group/master distributor reaching more than 90 percent of the North American food and companion animal producers, this company has been a client since 2000. The Duff Company provides advertising and public relations support for companion animal products.
- **Luitpold Pharmaceutical.** This human/animal health company dominates its pharmaceutical niches with joint health products for orthopedic specialists and surgeons. We work in the equine marketplace, providing market development, advertising, public relations and technical/training support. Sales of Adequan, an old brand, have grown by 20 percent a year, or more, since The Duff Company developed and implemented a technical information strategy.
- **Boehringer Ingelheim.** Marketing consulting and marketing communications are provided to this project client in the ethical channel of the equine market.
- **Rhone-Poulenc.** Market development and educational writing/training. We worked with plant growth regulators in cereal grains worldwide. (legacy Bayer)
- **Rhone-Poulenc Animal Health.** Market development, technical support and training in bovine and poultry markets worldwide. (legacy Novartis Animal Health)
- **Gustafson.** Business/market development, field development, consulting, advertising and public relations for seed treatments, seed treatment technology and equipment. We began working with Gustafson in 1988, primarily in North America, but also in the Middle East in the cereal market. Now part of Bayer, these brands are still on our client roster.
- **Evans BioControl.** Market development and technical training in grasshopper, Mormon cricket and locust control in rangeland. While providing technical assistance I wrote what are now the USDA/APHIS guidelines for the application of bran baits by air and by ground. The company ran out of funding and closed.

- **BioSys.** Advertising and public relations for biological pest control products ranging from neem oil and cinnamic aldehyde to funguses and predators. Crops ranged from fruits and vegetables to ornamentals.
- **Bayer Animal Health.** We provided business development and public relations support to R&D and to Veterinary Services for praziquantel in dogs and cats. During our work, we discovered a new market niche, using The Duff Company relationships to secure required data for the FDA label submission. We also worked with Bayer-Germany to assist the World Health Organization in the development of research protocols and zoonotic disease prevention practices for Alveolar Hydatid disease in humans..
- **AgriPro Seeds.** Market development, advertising and public relations for a full line of seed (corn, soybeans, grain sorghum, alfalfa and forages) in North America. (legacy Syngenta Seeds)
- **DeLaval.** Marketing consulting, advertising and public relations services were provided for this dairy equipment and supply company throughout the Americas and the Far East. Brands included Universal Equipment, DeLaval Equipment and DeLaval brand milking supplies.
- **Uniroyal Chemical.** Marketing consulting, business development, advertising and public relations were provided on a global basis on all products. Our impact was recorded in increased sales: a 10X increase in sales for Dimilin (an insect growth regulator) was realized in only 2 years after involving research and extension scientists; a 5X increase in sales was realized for Harvade (a plant growth regulator/maturation agent) within three years, which bought the product another 10 years in the market; sales were stabilized for Comite when The Duff Company discovered inaccurate application methods were to blame for poor product performance. The Duff Company re-engineered application guidelines to meet product and cotton producer needs, which earned Comite an additional 15 years in the market. In addition, The Duff Company assumed field development protocol development and execution for Harvade across the U.S. cotton belt. (legacy Chemtura)
- **Tomen.** Strategic business planning, business development, marketing consulting, advertising and public relations worldwide. We facilitated the development and scope of Tomen Agro, and supported product acquisitions, as well as marketing and promotion around the world.
- **Dairy Farmers of America.** Currently a project client, The Duff Company provides strategic planning and public relations services for this dairy cooperative, which is the largest dairy

- **Dow AgroSciences.** Strategic product planning, post-patent strategy development, training and global competitive intelligence management. We assisted Dow with its post-patent strategy for chlorpyrifos and trained their marketing, field development and sales forces on how to compete with generic suppliers. We designed Dow's competitive intelligence process and provided intel services for five years.
- **Monsanto.** Strategic business planning and business development services were provided to global crop teams. Among other things, we built Monsanto's global database for cotton and developed a unique and dynamic market segmentation process, which provided market segments by environmental and ecological factors. The Duff Company still owns the service mark for Eco-Dynamic Market Segmentation and Mapping.
- **Novartis.** Market development services were provided in the sugarcane markets of Latin America. TDC involvement began with problem quantification with growers, and then solution alternatives were developed and tested. We then assisted in training and educating priority audiences. (legacy Syngenta)
- **Helena Chemical.** Strategic business planning services were provided the distributor in mapping business growth from 1995 through 2005, which the company closely followed over that time period. We also provided advertising and public relations services.
- **American Cyanamid.** Strategic product planning, post-patent strategy development and training for marketing and sales in defense of their pendimethalin business (Prowl herbicide). (legacy BASF)
- **AgrEvo.** We provided strategic business planning services, designing and developing the Environmental and Specialty Products Business Unit of Aventis. (legacy Bayer)
- **Aventis.** We provided strategic business planning services, designing and developing a new business unit for off-patent products. We also provided on-going competitive intelligence services. (legacy Bayer)
- **AgriBioTech (ABT).** We provided strategic business planning, business development, marketing consulting, advertising and public relations services in forage and turf markets, primarily in North America, but also in South America. ABT scientists discovered brown mid-rib sorghum; and, they dominated the forage marketplace. The WL and HYTEST Seeds brands are now a part of Land O'Lakes, whom

we work with today. This \$450-million company was bankrupted by management and closed its doors.

- **Merck/Merial Animal Health.** We provided strategic business planning services, designing and developing a new strategy for the bovine marketplace.
- **America's Alfalfa®.** Once a part of AgriPro, The Duff Company has been involved with this alfalfa seed company for 15 of the past 17 years. This company has been a technology leader in alfalfa and has introduced conventional insect resistance and traffic tolerance, which are trend-setting in the industry. We provide marketing consulting, advertising and public relations. It is still a client of TDC and is owned by Winfield Solutions, which is a subsidiary of Land O'Lakes Seeds.
- **Equitable Agri-Business.** Strategic planning and execution of plans to acquire capital from global fund managers investing a minimum of \$100 million annually. A subsidiary of The Equitable.
- **American Cyanamid.** The second client for The Duff Company. We provided farmer interviews, photography and editorial support for a herbicide launch in the Midwest. (legacy BASF)

Equitable Agri-Business. Director of marketing, Atlanta, Georgia, 1985. After four months with EAB, I convinced management that it would be advantageous for marketing to be outsourced and, thus, The Duff Company was formed with EAB as my first client. EAB was a client for six years, until a reorganization led to the dissolution of agribusiness into the commercial real estate business unit.

Fletcher/Mayo/Associates, St. Joseph, Missouri and Atlanta, Georgia, 1981-1985. Three positions, starting with public relations field writer and ending as public relations director in the Atlanta office for the Union Carbide account. Clients included, but not limited to:

- **Union Carbide.** Public Relations for Sevin insecticide in professional grounds maintenance, government bid business (forestry, rangeland and coastal waterways), lawn and garden. (legacy Bayer)
- **Elanco.** Public relations and market development for Balan, Paarlán and Surflan herbicides in peanuts, tobacco, soybeans, vegetables, turf and trees & vines. (legacy Dow AgroSciences)
- **International Harvester.** Public relations, technical writer. I worked with harvesting equipment, heavy equipment, engines

and tractors worldwide. I was credited with the brand name Early Riser, which was trademarked for a new air planter. (legacy Case-IH)

- **Dekalb-Pfizer Genetics.** After being a member of the team that pitched and won the Dekalb advertising and public relations business, I was thrust into a team facilitating the joint venture between Dekalb and Pfizer Genetics. My primary responsibilities with the seed company were in grain sorghum in Mexico and the U.S., and in the international corn and grain sorghum market. (Dekalb brand is now owned by Monsanto)

In the Atlanta office:

- **Union Carbide.** Public relations and market development for Temik, Ethrel, phenoxies, and all other products in agro and specialty markets worldwide. I directed public relations for the launch of Prep and Larvin worldwide, and Temik in China. The international business was highly technical, with heavy emphasis on training activities, and I supported R&D in working with various ministries of agriculture. (legacy Bayer)

Duff Seeds, Centralia, Missouri, 1979-1980. Started and ran a regional seed business carrying multiple brands, including RBA Seeds (legacy Syngenta Seeds), Funk's Seeds (legacy Syngenta Seeds), North American Plant Breeders Seeds (legacies Syngenta and Land O'Lakes Seeds), and public soybean varieties. I designed and conducted field performance trials.

In addition, I provided marketing communications activities for RBA Seeds on a freelance basis.

Missouri Ruralist magazine, Fayette, Missouri. 1977-1979. Agro-business editor and field editor for Southeast Missouri (cotton, rice and other row crops). According to Harvest Publishing management, accounted for 52 percent of editorial content of the magazine over nearly three years.

Duff Farms, Centralia, Missouri, 1977-1980. I worked as a partner with my father on a 2,000-acre family farm producing corn, soybeans, grain sorghum, sunflowers, alfalfa, grass seed, cattle, hogs and horses. Assisted with my mother's family farms in the Rio Grande Valley of Texas, where we grew citrus, corn for seed, cotton, broccoli, cauliflower, onions and melons.

Bader-Rutter & Associates, Milwaukee, Wisconsin, 1975-1976. Public Relations technical writer. Clients included:

- **Fisons Corporation** (Nortron herbicide). Market development and product introduction. Supported R&D with the technical community. (legacy Bayer)
- **Funk's G Seed Company**. Public relations, agronomic communications. Supported R&D and area agronomists.
- **Allis Chalmers**. Public relations, technical writing for ag tractors and heavy equipment. Dealer support.
Central Soya. Public relations. Dealer support in livestock feeds. I conceived and named a new magazine, Feedback, for customers via feed dealers.

Membership in Professional Societies:

Entomological Society of America (ESA)
National Agri-Marketing Association (NAMA)
American Agricultural Editors Association (AAEA)
International Federation of Agricultural Journalists (IFAJ)

Honours and Awards:

Harvest Publishing (Harcourt, Brace, Jovanovich) Top Workshop Writer Award, 1978, 1979
1983 National Best of NAMA Campaign (first and second with Balan and Paarlan)
Numerous writing and photography awards from AAEA
Numerous awards for advertising, promotion, educational and training programs from NAMA

Research Interests:

Cost-efficient, holistic crop management – all crops
Seed-applied crop protection, for which I have 20+ years of experience with Uniroyal Chemical, Gustafson and Bayer CropScience

Achievements:

Recognition from clients for performance
1994 – The first on-line market research in the agro market
1992-2001 – Cotton Defoliation Work Group (Cotton Incorporated)
1995-2001 – Cotton Root Health Work Group (Cotton Incorporated)
2004-2008 -- The First Forty Days/Fruiting to Finish Initiative

Selected Publications:

Weed Science Handbook for Peanuts, Elanco, 1982
Effective Bran Bait Application, by Ground and by Air, 1989
Application Accuracy in Cotton Handbook, 1993
Harvest Aids Monograph (The Cotton Foundation), executive editor, 2001

The First Forty Days/Fruiting to Finish Handbook (The Cotton Foundation & National Cotton Council),
writer/editor/publisher, 2008

More than 3,000 farm management editorials, quoting nearly
12,000 researchers, crop consultants and
farmers worldwide

More than 300 videos and multi-media presentations presenting
crop and livestock management information
to multiple audiences, including Peanuts
News and Views (1982), an educational film
targeting fourth grade children (Gold
Camera Award at the Cannes Film Festival)