

From: brian kiernan <bkiernan@sbcglobal.net>
Sent: Wednesday, December 30, 2009 12:43 PM
To: ATR-Agricultural Workshops <agriculturalworkshops@usdoj.gov>
Subject: Comment

28 December, 2009

Legal Policy Section
Antitrust Division
U.S. Department of Justice
450 5th Street, NW, Suite 11700
Washington, DC 20001

RE: Comments Regarding Agriculture and Antitrust Enforcement Issues in Our 21st Century Economy"

To Whom it May Concern,

As an independent producer, processor and distributor of corn, wheat and soybean seed we have witnessed dynamic changes across the industry in the last several years. Consolidation of customers, competitors and suppliers; an increasing world market for our goods and technological advancements of the products we sell. The competitive landscape at all levels is aggressive and shows no signs of abating anytime soon.

As with many other industries experiencing the convergence of these forces simultaneously, some companies are better able to adapt and thrive in these environments. The surviving companies continue investment spending to stay ahead of & anticipate the market demands/needs. As a result, some companies will lead the market and others will follow. At one time, Pioneer was the leader (tech & market share) and now, due to their investments, that has shifted to Monsanto. There are others in the industry developing new technologies (Bayer, Syngenta, Dow, DuPont, etc...) that will emerge, but as the ramp to commercialization is longer than other industries, this will not be seen for several years and when R&D investments are not made at the same time and the same levels of spend, the gaps appear greater.

The results are that product quality and yields continue to improve, farmers have more efficient operations, global supplies increase and more people ultimately benefit.

Sincerely,

Brian C. Kiernan