Monsanto faces a fight for soy market

Monsanto faces a previously acknowledged the intensifying threat to its market from rivals in the soybean market. But the firm has Chinese regulators before it can broadly market and sell its crops not genetically modified to resist it.

Monsanto has much to lose. Soybeans are the key brand as part of a $7 billion deal with Bayer, BASF vice president of R&D for North America says. "Monsanto is the world's largest producer of genetically modified crops. In the last five years, the company has licensed from the agrichemical giants. Many of these engineered to resist the chemical dicamba.

The newly competitive sector has sown confusion over crop damage linked to its new soybean and herbicide. Mo...