



Representing the Plant Science Industry

Genetically Modified Communications: Challenges & Opportunities for the Plant Science Industry

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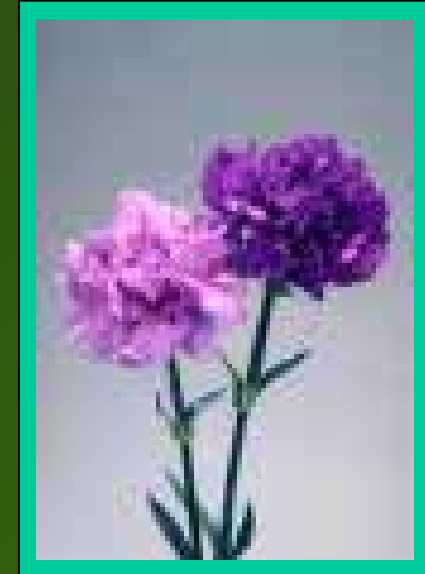
PIME 2006

14 February 2006



A Valentine's Day Alternative...

- Created in Australia by Florigene, Inc.
- Contains genes from petunia and snapdragon flowers.
- 5 varieties commercially available in Australia, Holland, USA & Japan
- Currently developing GM carnations with longer vase life.
- Blue rose?





Overview

- Introduction
- Background and Communication Challenges
- Factors Influencing Ability to Communicate
- Communication Activities and Products
- Lessons Learned and Best Practices
- Conclusions





The global federation representing the plant science industry

The Plant Science Industry invents, develops, manufactures and sells products and services designed to improve the global production of food, feed, fibre and other useful products in a sustainable way.

The Industry performs this mission through the use of biology, chemistry, biotechnology, plant breeding and other techniques while following the highest ethics and standards and providing safeguards for human health and the environment.

The Industry pursues transparency in its business activities by addressing concerns of all stakeholders – including customers, regulatory agencies and NGOs. The industry embraces the free and open market philosophy supported by the international community.





... driven by 8 core companies



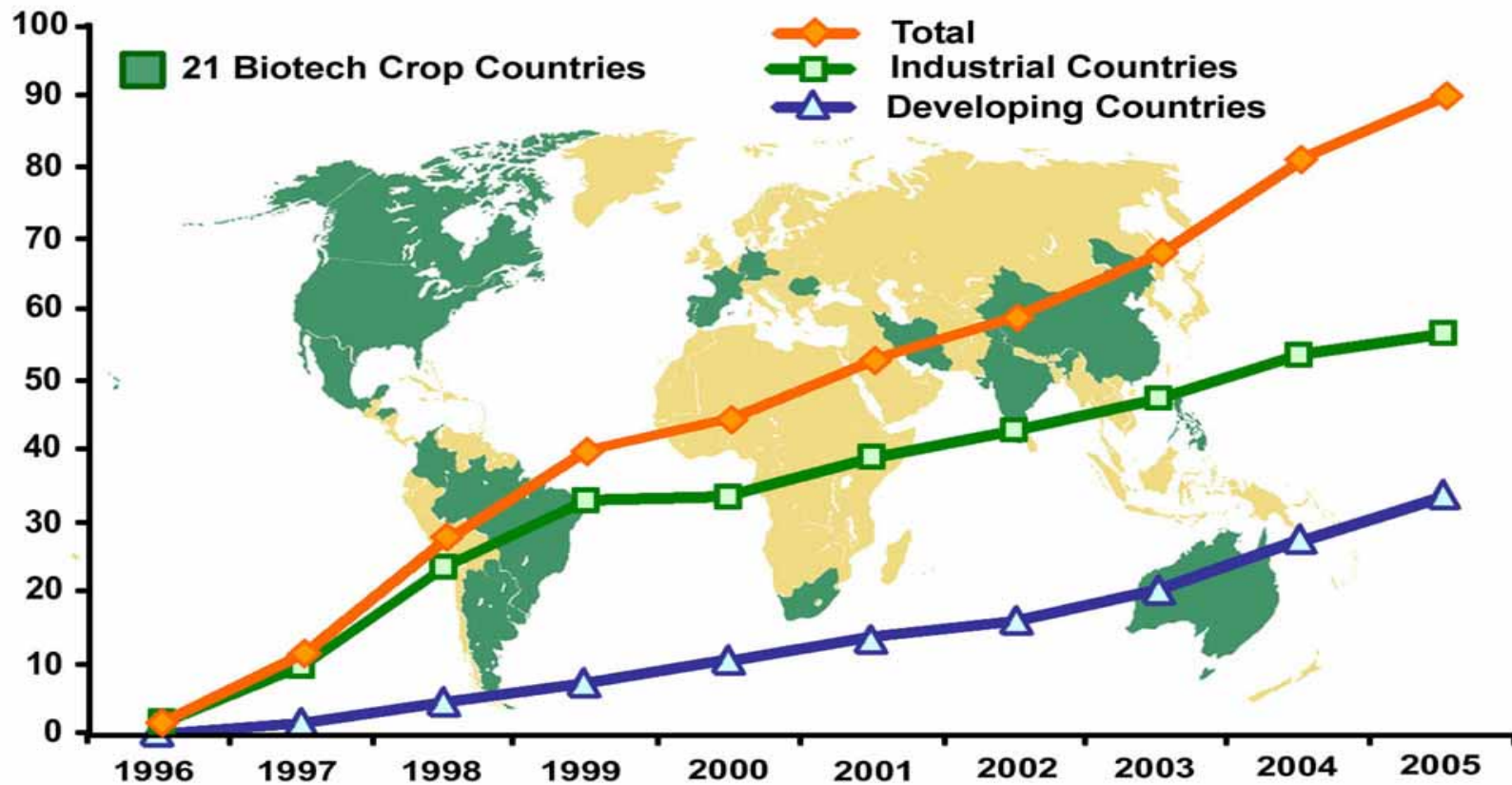


Hundreds of companies through a network of Associations in over 90 countries...





Global Area of Biotech Crops Million Hectares (1996 to 2005)

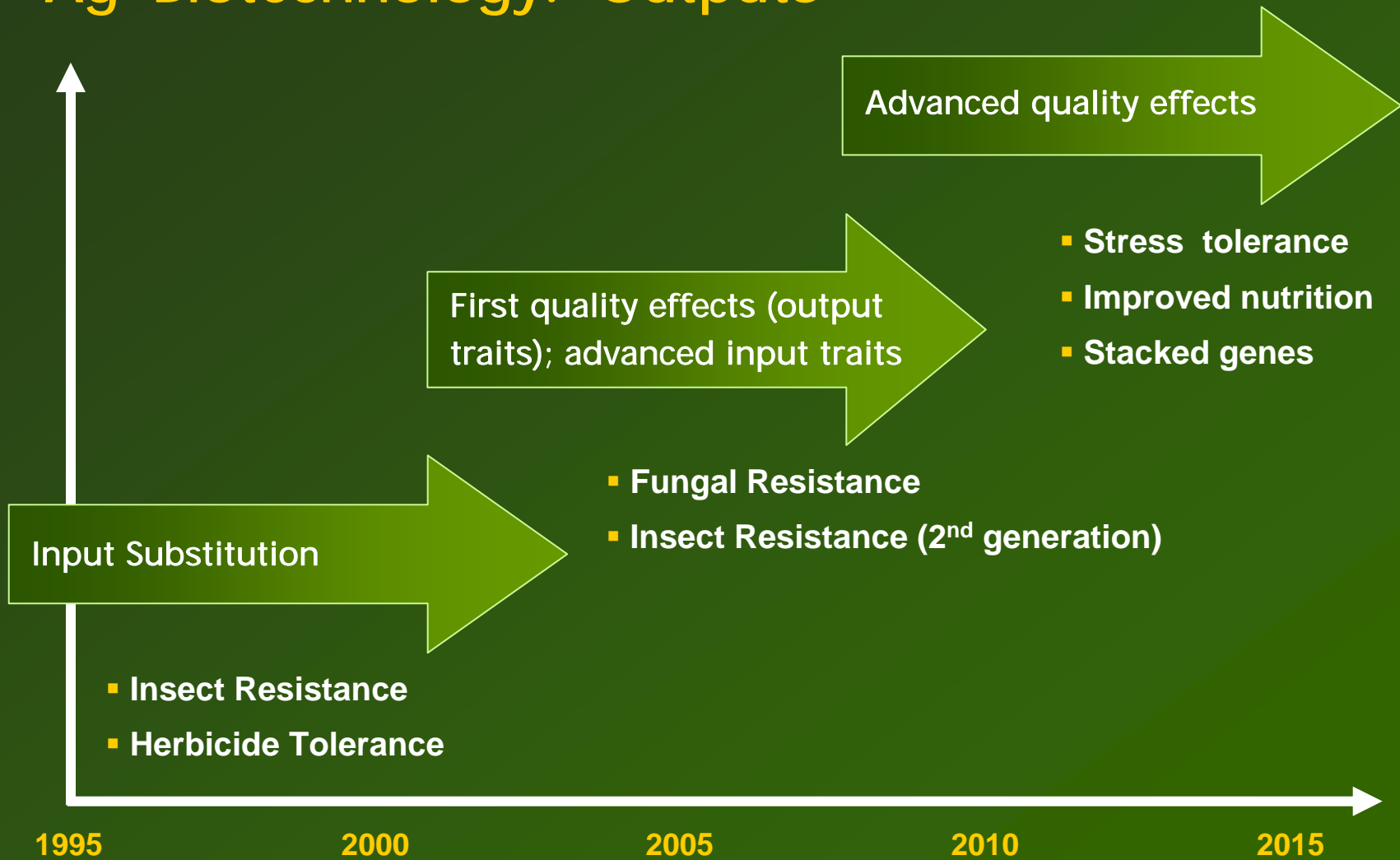


Increase of 11%, 9.0 million hectares or 22 million acres between 2004 and 2005.

Source: Clive James, 2005



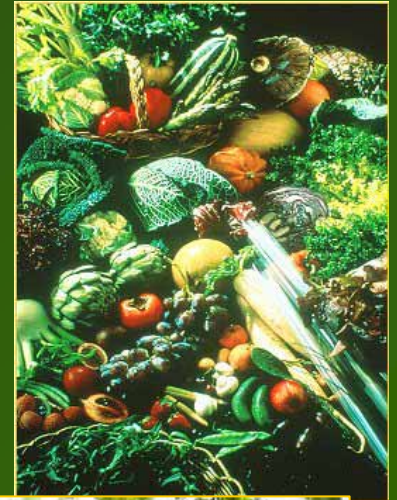
Ag-Biotechnology: Outputs





Benefits of Biotech Crops

- Protecting yields
- Increasing yields
- Improving quality of yields
- Protecting soil
- Using water more efficiently
- Lowering risk to farmers and consumers
- Providing more healthier food choices





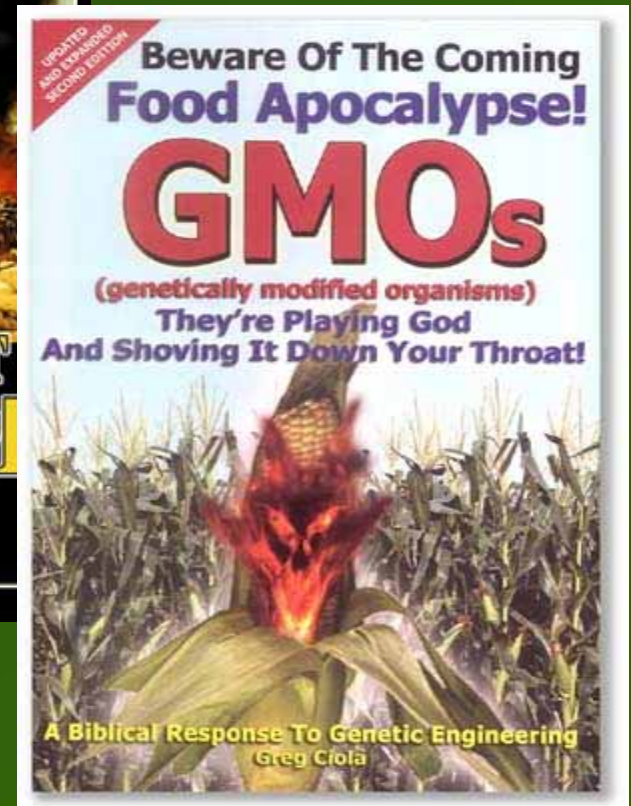
Major Events Affecting Biotech Acceptance

- Mad Cow Disease in Europe
- StarLink controversy in USA
- Monarch butterfly & Mexican maize issues
- Monsanto lawsuits against farmers
- WTO Case - US, Canada & Argentina vs. EU





Why do we see this in the News & on the Net?





 **Organic Consumers Association**
Campaigning for Health, Justice, and Sustainability [Please Donate](#)

- OCA News Sections**
- GE Food & Crops
 - Organics
 - Irradiation
 - Mad Cow Alert
 - Fair Trade
 - rBGH vs. Organic Dairy
 - Globalization
 - Cloning & Patenting
 - Food Safety
-
- OCA Publications
- OCA's Web Forum
 - OCA Press Center
-
- Sign up for *Organic Bytes*: OCA's free bi-weekly e-brief



Unchain Your Heart!

Give Fair Trade and Organic Chocolate and Flowers on Valentine's Day

[Valentines Buying Guide](#)

[News Headlines](#)

[Send a Letter to Your Local Paper](#)

[Send a Message to Unethical CEO's](#)

[Join the Breaking the Chains Campaign](#)

[En Español](#)

[Watch the OCA's Valentine Movie! \(One Minute Flash Animation\)](#)



Valentine's Day 2006

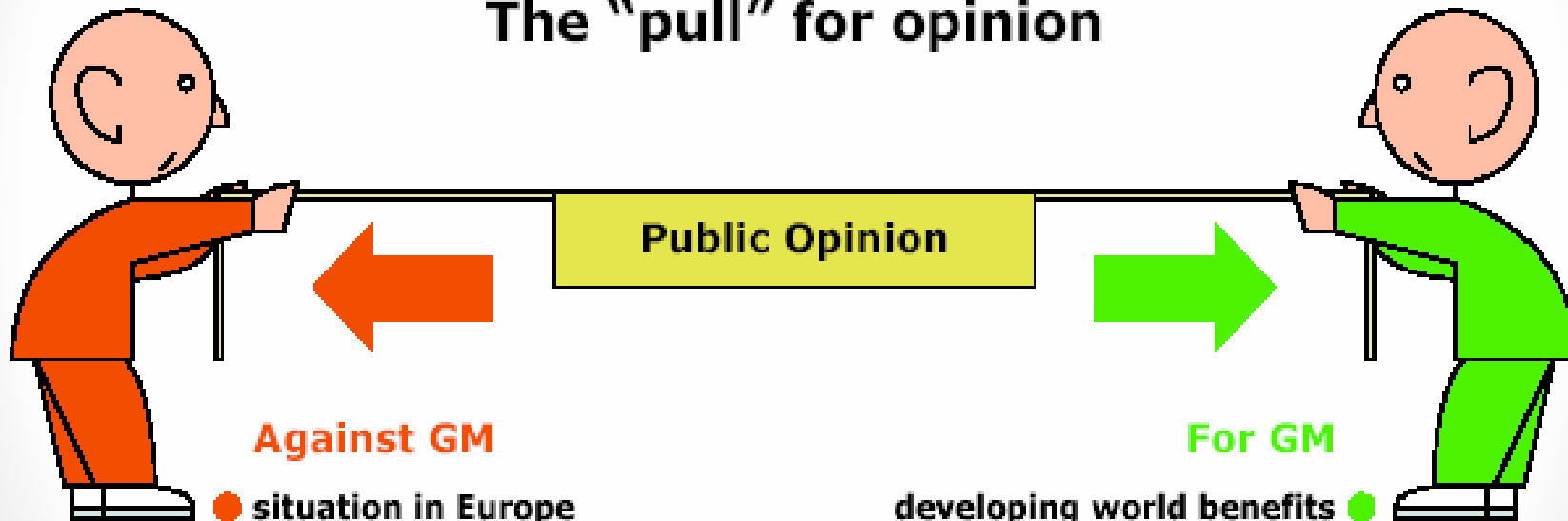
Break the Chains of Toxic Pesticides and Farm Worker Exploitation

Valentines Day marks the biggest shopping day of the year, when it comes to chocolate and flowers. But did you know that by purchasing organic and Fair Trade chocolate and flowers ([see our buying guide below](#)), your consumer dollars will no longer be going towards toxic

[Click on an image to download a Valentine's Day](#)



The "pull" for opinion



Against GM

- situation in Europe
- corporate control myth
- NGO negative messaging
- negative brand association
- GMO free regions
- restrictive regulations
- lacking regulatory frameworks
- possible food scares
- anti-US/business sentiments

For GM

- developing world benefits
- successful farmers
- economic advantages
- competitiveness
- useful societal applications
- safety and enviro benefits
- products
- endorsement by credible groups
- public disinterest



Influencing Factors

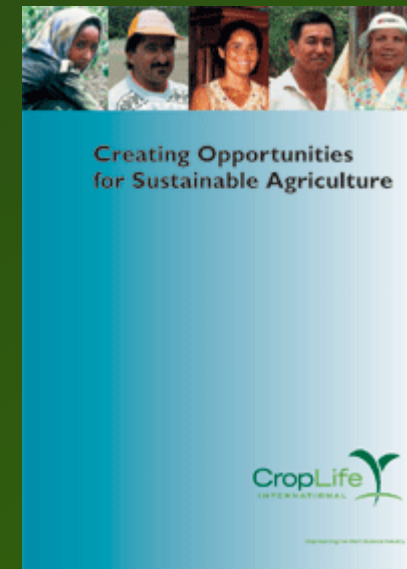
- Low credibility
- Defensive attitude
- Lack of public spokespeople
- Need for more consumer benefits
- More sympathy to societal information needs and concerns





Key Activities and Products

- Benefits case study publications
- Stakeholder-focused annual conferences
- Support for stewardship & regulatory agenda
- Global biotech outreach programmes





Priority Area: Communication of benefits and safety of ag biotech products

- CropLife Database of the Benefits and Safety of Plant Biotechnology
- www.croplife.org/biotechdatabase
- Locate peer-reviewed, published studies highlighting benefits and safety of biotech crops, searchable by:
 - Crop
 - Trait
 - Country
 - Region
 - Impact Area (type of benefits)
- Outreach effort now underway





Activities Library About Us About Industry

Representing The Plant Science Industry

>> Home / Agbiotechnology / Database on Safety & Benefits

Database of the Benefits and Safety of Biotechnology

Welcome to the CropLife International database of published papers and reviews demonstrating the benefits and safety implications associated with the use of agricultural biotechnology products.

Agricultural biotechnology today is realizing economic, environmental, health and social benefits for farmers and society in both industrial and developing countries. 8.25 million farmers in 17 countries planted biotech crops in 2004 - 90 per cent in developing countries. While studies recording, demonstrating and quantifying these benefits exist, they can be difficult to locate and access.

The purpose of this database is to enable you quickly and easily to locate and access credible scientific information about the demonstrated benefits associated with the use of agricultural biotechnology products, and about their safety. The database therefore provides access to a selection of quality studies that highlight the global benefits of these products.

Search all papers

- All Crops
- All Traits
- All Countries
- All Regions
- All Impact Areas
- All Impact Areas
 - Agronomic
 - Environmental
 - Safety & Health
 - Socio-Economic
 - Developing Countries
 - Co-Existence

Go



Details:

- Database Home
- About...
- How to use...

Categories:

- Agronomic
- Safety & Health
- Socio-Economic
- Environmental
- Developing countries
- Co-existence
- Overview Documents



Lessons Learned & Best Practices: MEDIA

- Proactive media relations critical
- Create and “package” positive stories
- Continuously educate journalists
- Localised, humanised stories work best
- Make stories easy to digest
- Visual media works
- “Conflict” stories fade with time
- High volume, sustained & realistic approaches get results





Lessons Learned & Best Practices: STAKEHOLDERS

- Understand your stakeholders
- Enlist credible, third party spokespeople
- Speak passionately
- Act as an information source
- Fresh information maintains interest
- Stay on top of new trends, issues
- Don't shy away from emotional appeal





Lessons Learned & Best Practices: POLICYMAKERS

- Regulators should be considered as an important target audience
- Politicians respond well to benefits messages
- Must provide specific, continuous, up-to-date and tailored information – “Whats in it for me and my constituents?”





Conclusions

- Overwhelming desire for information
- Long-term relationships based on trust necessary
- Third-party endorsement helps
- "Seeing is believing"
- Stand-up for your technology





THANK YOU

