

Growing Trust in Innovation

Opportunities and Challenges for Bringing New Products to Market

**International Workshop on Regulatory Approaches for Agricultural
Applications of Animal Biotechnology: Session VI**

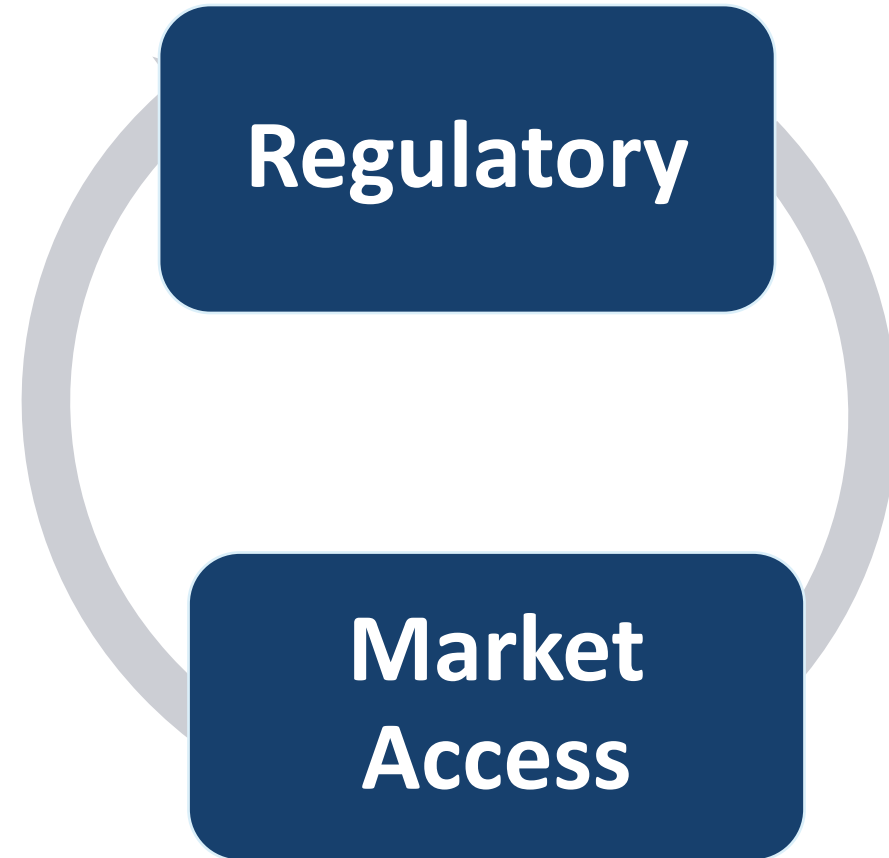
November 18, 2020

BIO Food and Agriculture



How we operate at BIO

- All our work ties back to BIO's values, vision, mission, drivers of success, and a commitment to the frontier of innovation.
- **BIO's strategies interlink regulatory and market access elements.**
- Durable, long-term innovation success requires investments in both.



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The U.S. government's regulatory approach toward innovative products cannot exist in isolation.

Science + Consumer Values = Innovation Flourishes

Regulatory Systems

In order to foster innovation, regulatory systems must:

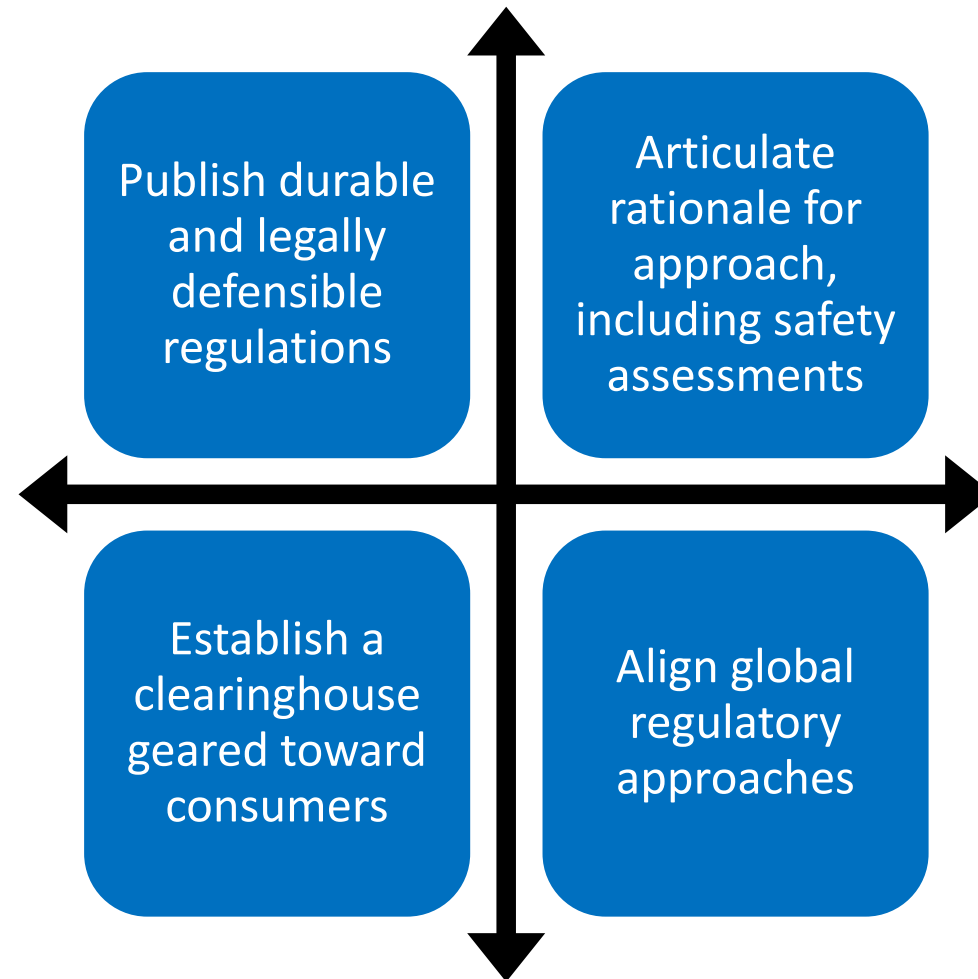
- Ensure animal health and welfare, food safety, environmental health
- Be science-based, risk proportionate
- Have clear, transparent processes and evaluation criteria with predictable timelines
- Allow animals to be treated as normal animals, once approved
- Globally aligned



Growing Trust in Innovation



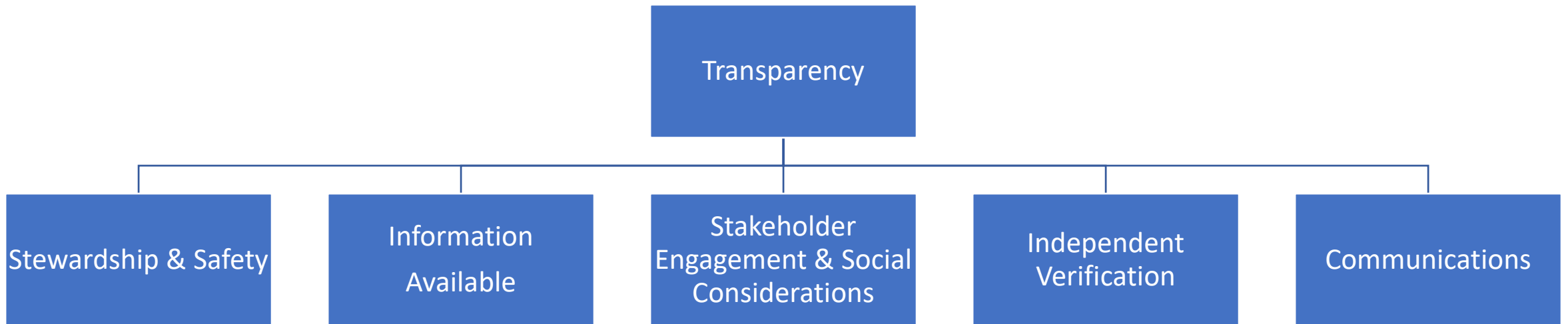
Roles for the U.S. Government



Inclusive & Impactful Approach to Transparency

- Defined roles for all participants
- Principles and goals for building trust
- Independent verification and best management practices
- Diversity of perspectives in governance systems
- Small & emerging company participation
- Publicly available resources
- Comprehensive & connected communications

Transparency: Key Focus Areas



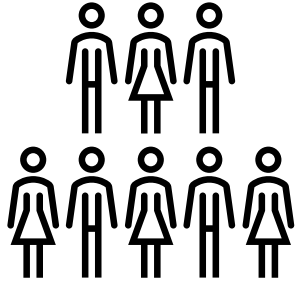
Stewardship & Safety

- Government regulations provide for the safety of products
- Quality control and responsible management of biotech products is critical to developing and commercializing innovation
- Important to include stakeholders in development of a stewardship program
 - Impacts on downstream markets
- Transparency about structural governance and operational details of stewardship programs = critical to build trust

Information Available to the Marketplace

For any stakeholder group to embrace biotechnology in the marketplace, they will ask for information about what is being commercialized and where it is in the food supply.

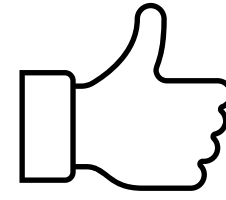
Stakeholder Engagement & Social Considerations



Engage entire
value chain



Listen to
questions and
needs



Validate
benefits

Independent Verification

- Process to examine criteria in an objective, predictable, and consistent way
 - Important for developers and stakeholders
- Must-have to endorse innovation in product development
- Public-facing role and support for small and emerging companies
- Existing universe of programs- how to complement BIO approach?

Communications

- Comms platforms and social media channels should foster inclusive and diverse social dialogue
- Partnerships should amplify research about innovation AND consumer perceptions
- Food companies and retailers can provide insights about digital disclosure mechanisms

Growing Trust in Innovation



- Operationalize approach to transparency
- Continue analysis and feedback
- Engage with CFI & ETS
- Showcased at BIO Impact, CRISPRcon

<https://www.bio.org/growing-trust-innovation>

Thank you!

Sarah Gallo
Director, Market Access
sgallo@bio.org