Building public trust on animal biotechnology: Drawing lessons from the past

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BioTrust-ISAAA

BioTrust GLOBAL Anchored by ISAAA

trust
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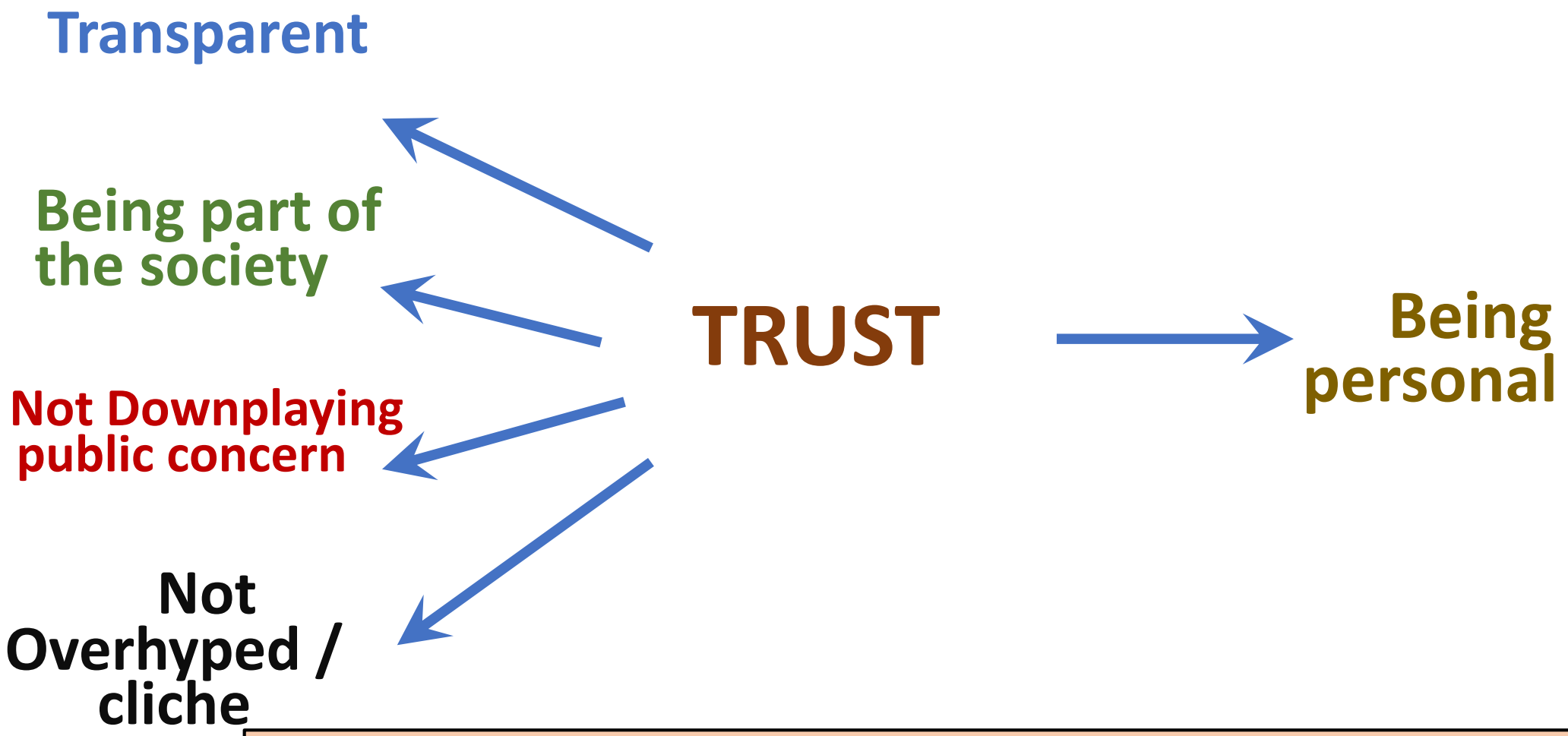

If they trust you, they don't need to see your science;

and if they don't trust you, they don't care to see your science!

lower an existing enzyme in pineapples that convert the pink pigment lycopene to yellow pigment beta carotene. Lycopene is what makes tomatoes and watermelon pink, so they are natural. Lycopene is an antioxidant that prevents cancer. We need more foods biofortified to prevent cancer as the disease becomes so common. It is best that these foods ... **See more**

54,532
People reached

7,080
Engagements

Boost post

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84 comments 271 shares

Lingesh Lechamanan
I would not if this was not recommended by yourself. I would have thought this was somehow genetically modified, hence not safe.

12

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Author

Dr Mahaletchumy Arujanan
Lingesh Lechamanan All approved genetically modified crops/foods are safe, in fact safer as they go through vigorous tests. The truth is all our foods are genetically modified one way or another. More than 100 crops are mutated using radiation, e.g Ri... **See more**

16

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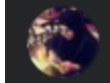

Ash Ali
Lingesh Lechamanan totally agreed with u, looks like super impose...haha..but since Dr Maha suggested we knew the reliability, with good explanations, definitely will give a go, science rocks! 😍

1

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Storytelling

Impacts of Genetically-Modified Crops and Seeds on Farmers

Prepared by David Kruft, Legal Research Assistant
November 2001

I. Introduction

The agriculture industry has traditionally been supportive of technological advancement, particularly in the field of genetic crop improvement.[1] For decades, the industry has been mixing naturally the genetic traits of seeds in the search for particularly robust varieties.

Genetically-modified (GM) seeds are a significant step forward in the production of agricultural crops. GM seeds are seeds that have been modified to contain specific characteristics such as resistance to herbicides (in the case of "Roundup Ready" products) or resistance to pests (in the case of Bt corn). But the method of modification used with GM seeds varies from the traditional method in an important respect: the genes have not been modified over generations of cross-fertilization, but rather inserted directly into the DNA of the seed.[2] Although this method is more efficient, critics fear that the result — a "novel gene combination" — may have health or environmental impacts that are not being adequately addressed.[3] As a result, the technology is surrounded by significant controversy.

The reaction of farmers to this new technology has been mixed. Some farmers have quickly adopted the technology.[4] Other farmers, mindful of the controversy surrounding GM products, have hesitated to use GM seeds as part of their agricultural operations.

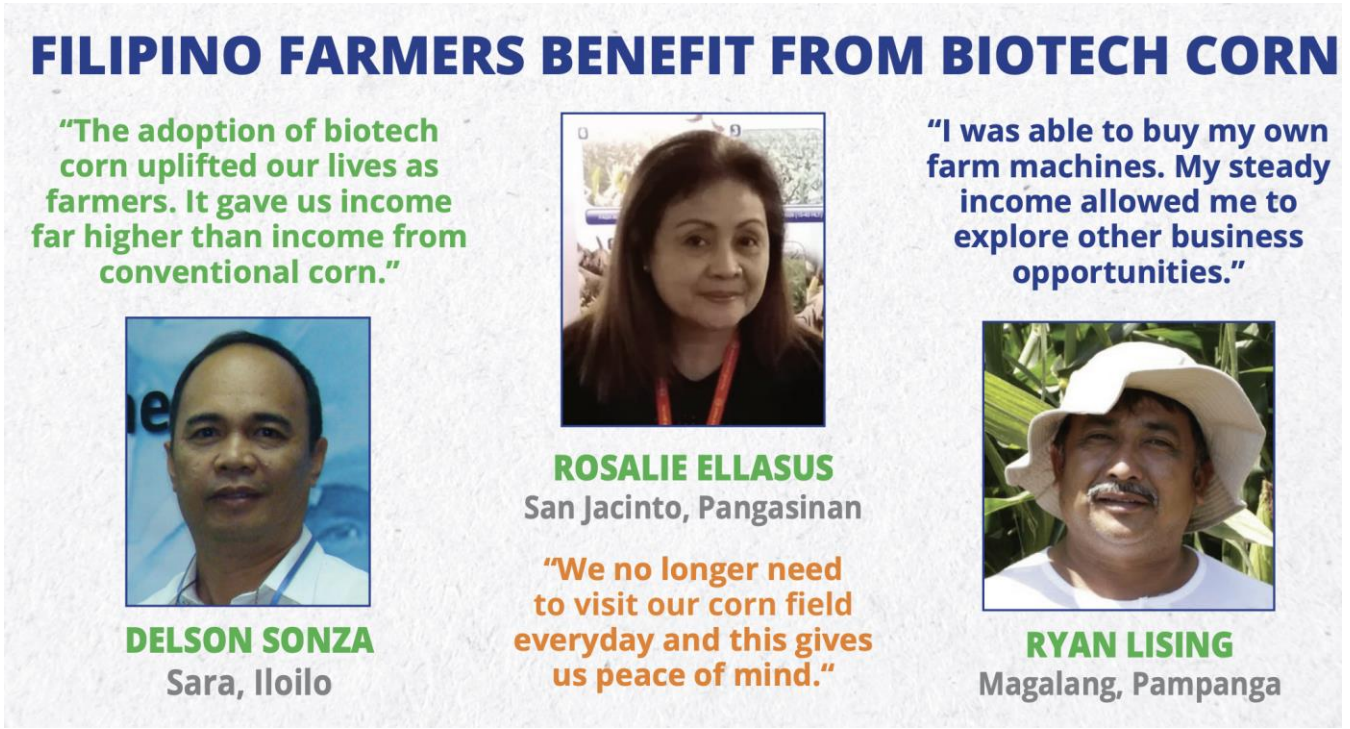
Farmers should understand both the benefits and concerns that are raised by the use of GM seeds. Benefits of the technology include increased crop yields, diminished use of pesticides and herbicides, and increased profits. Concerns that farmers should address before adopting the technology include the private contractual relations between farmers and seed companies, the environmental impacts of the technology, and the potential impacts of consumer concerns (both domestic and international) on the market for GM products.

This paper describes the benefits that GM seeds can provide to farmers, as well as the concerns that farmers should address before utilizing these seeds. It is intended only as a general introduction to these benefits and concerns. The information contained in this paper should not be considered legal advice.

II. Benefits

A. **Increased crop yields**

There is an expectation widely held by those in agriculture that GM seeds will increase



The intrinsic of communication

- Meta communication (Gregory Bateson, 1970)
  - Underlying messages in what we say and do.
  - Goes deeper than what is said/the underlying messages
  - The non-verbal cues - tone of voice, body language, gestures and facial expressions
  - Communicate slowly
  - Listen attentively, with curiosity
  - Put aside defensiveness

- Micro communication
  - The minute and discrete interactions we have with our friends, family, co-workers, and community members every day.
  - Communicating science is

Step by step

- Agree with your audience's value
- Show them that both of you have shared values

Building trust

- Align your data/information with their value

Strengthening your case/credibility

- Support your case with relevant benefits

Making it personal/empathy

- Tell real stories

Making it believable

Understand your audience

THANK YOU FOR YOUR TIME !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