

## ACKNOWLEDGMENTS

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*Communicating Crop Biotechnology: Stories from Stakeholders* comes at the heels of *Bridging the Knowledge Divide: Experiences in Communicating Crop Biotechnology*, a science communication handbook published in 2008 by the International Service for the Acquisition of Agri-biotech Applications (ISAAA). It was a feat to put together 49 stories from 19 authors and 14 countries.

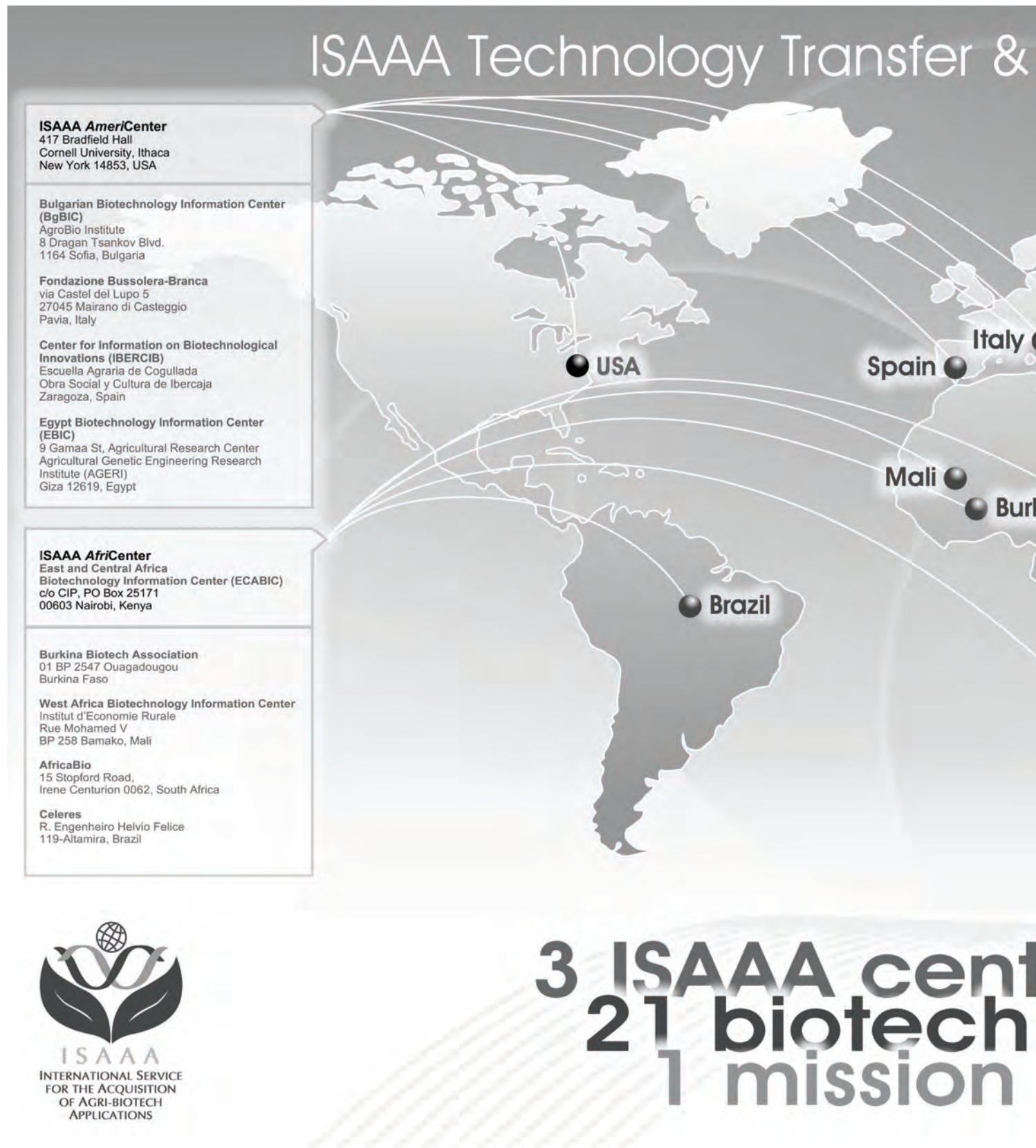
Many people helped make this publication possible. Foremost are the 19 authors from ISAAA and the Biotechnology Information Centers who spent time and effort in contacting and interviewing people, writing and rewriting the articles, and understanding the demands of the editor until the articles were just right. Writing stories was not an easy task (it is a story by itself) but the outcome defies expectations. In addition, BIC staff contributed pictures, followed-up respondent reviews, and searched for relevant information and materials. It was a perfect example of team effort.

External reviewer Dr. Felix Librero, former Chancellor of the University of the Philippines (UP) Open University, UP Faculty Regent, and Professor of Development Communication, gave incisive comments and inputs to improve the publication. ISAAA colleagues, Drs. Rhodora

Aldemita and Von Mark Cruz, gave their time to review and suggest ways to communicate ideas better. Dr. Rex Navarro, development communication colleague, helped visualize the science communication framework and its theoretical perspective. Dr. Randy Hautea, ISAAA Global Coordinator, fully supported this project from conceptualization to the final product.

The triad at the Global Knowledge Center on Crop Biotechnology provided significant support – Clement Dionglay for the innovative layout and openness to the idea of frequent changes in design; Noel Amano, Jr. for various forms of assistance from proofreading, preparing figures, validating information, to contributing articles; and Eric John Azucena for designing the appendices and initial science communication framework. It is always a joy to work with an excellent team. On-the-job trainees from the UP Los Baños College of Development Communication – Resa Badrina, Jennifer Yee, and Liezl Guerrero – proofread the manuscript and saw through some editorial lapses. Jesus Recuenco helped visualize and finalize the cover design.

The collective contribution of all to this project is much appreciated.



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3 ISAAA centers  
21 biotech companies  
1 mission



# Knowledge Sharing Network



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Bangladesh Agricultural University  
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## **China Biotechnology Information Center**

Chinese Society of Biotechnology  
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Beijing 100190, P R China

## **ISAAA South Asia Center**

c/o ICRISAT, NASC Complex, DPS Marg,  
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## **Nippon Biotechnology Information Center**

NPO Hokkaido Bioindustry Association (HOBIA)  
c/o Hokkaido Collaboration Center  
Kita-21, Nishi-12, Kita-ku, Sapporo  
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## **Pakistan Biotechnology Information Center (PaBIC)**

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## **Russian Biotechnology Information Center (RuBIC)**

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## **SEARCA Biotechnology Information Center**

SEAMEO Southeast Asian Regional Center for  
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## **Biotechnology Education & Information Center (BEIC)**

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## **Biotechnology and Biosafety Information Centre (BBIC)**

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## Appendix 2. Information Resources



### ISAAA Briefs

Major papers reviewing current developments in international biotechnology, sustainable agriculture, and technology transfer.



### Crop Biotech Update

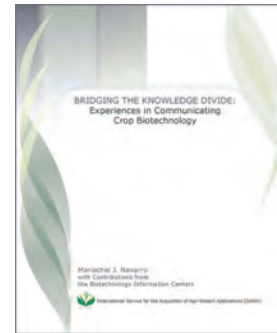
A weekly summary of world developments in agri-biotech for developing countries.

Also includes **Biofuels Supplement**, a bi-weekly summary on biofuels.



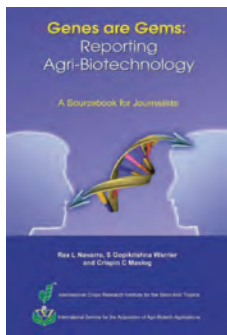
### Pocket K

Pocket Ks are Pockets of Knowledge, packaged information on crop biotechnology products and related issues. (Available in 20 languages)



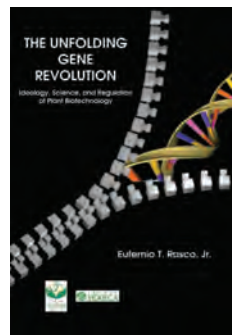
### Bridging the Knowledge Divide: Experiences in Communicating Crop Biotechnology

This handbook is ISAAA's contribution to the field of science communication in general, and biotechnology communication in particular. It distills ISAAA's experiences in communicating crop biotechnology and theoretical perspectives of science communication experts. (Also available in French)



### Genes are Gems: Reporting Agri-Biotechnology

"Genes are Gems" is a collection of knowledge and wisdom gained from media workshops organized by the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) and supported by ISAAA and the United Nations Educational, Scientific and Cultural Organization (UNESCO). (Also available in French)



### The Unfolding Gene Revolution: Ideology, Science, and Regulation of Plant Biotechnology

The book unravels the development of plant biotechnology, specifically genetic engineering. It reviews the basic sciences relevant to biotechnology and the art and science of genetic engineering in a simple and non-technical way.



### Trust in the Seed

This publication highlights the significance of the seed and new crop technologies. It captures the experiences of three key developments in India that sustained growth in agriculture, and contributed to increased food production and the alleviation of poverty and hunger.



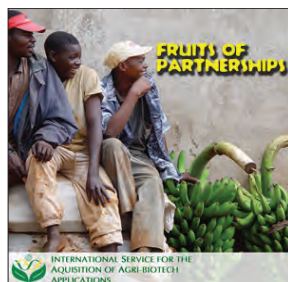
<http://www.isaaa.org>

## Appendix 2. Information Resources



**Asia's First: The Bt Corn Story in the Philippines**  
A documentary that captures in 18 minutes the seven year process that it took for a genetically modified crop to be approved for commercialization in a developing country.

Also includes **More Choices: The Lagao Farmers' Story** (Also available in Filipino)



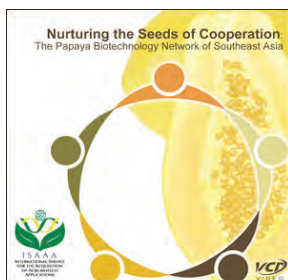
**Fruits of Partnerships**  
A 20-minute video that documents the efforts of various stakeholders to introduce tissue culture banana in small farmers' farms in Kenya and Tanzania.



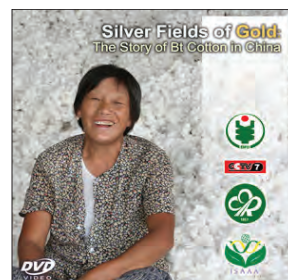
**The Story of Bt Cotton in India**  
This video documents the process that it took for India's first genetically modified crop, Bt cotton to be approved for commercialization. (Available in 7 Indian languages and French)



**Seeing is Believing - The Bt Cotton Trials in Burkina Faso (French)**  
A 19-minute video that documents the "Seeing is Believing" visit to the Burkina Faso Bt cotton field trials. The workshop was held in November 2006.



**Nurturing the Seeds of Cooperation: The Papaya Network of Southeast Asia**  
A 17-minute video that documents the collaborative efforts of various stakeholders and partners to develop papaya ringspot virus (PRSV)-resistant papaya. The video highlights public-private partnerships and how countries in Southeast Asia have benefited through the network's capacity building efforts and information sharing initiatives.



**Silver Fields of Gold: The Story of Bt Cotton in China**  
This video documents cotton cultivation in China and how Bt cotton eventually became the first biotech crop to be cultivated widely in the country. Various stakeholders who made this a reality - scientists, government officials, farmers and the private sector - share their experiences and thoughts about this technology. (Also available in Mandarin)



**Restoring Lost Cover**  
The video documents efforts of the Tree Biotechnology Programme-Trust (TBP-Trust) to meet the growing demand for quality trees and tree products in the Eastern & Central Africa region through a South-to-South, public-private technology transfer of the proven clonal eucalyptus from South Africa.



**ISAAA Corporate Video**  
The visions, strategies, programs, and projects of ISAAA, a not-for-profit organization, that delivers the benefits of new agricultural biotechnologies to the poor in developing countries, succinctly presented in an 18-minute video format.

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### **Knowledge, Technology and Alleviation of Poverty**

This video presents the major findings of the Global Status of Commercialized Biotech/GM Crops in 2008 and addresses the growing interest biotech crops have experienced in the past years, including substantial advances in Africa. (The abridged version is also available in Arabic, Bahasa Indonesia, Bangla, Chinese, French, Hindi, Japanese, Malay, Portuguese, Spanish, Russian, Swahili, Tagalog, Thai, Urdu, and Vietnamese).



### **Q & A with Clive James**

This video provides an opportunity for the viewers to know more about ISAAA, its mission and who funds ISAAA and its global report on biotech crops.

Dr. Clive James also answers some of the most frequently asked questions on the role of biotech crops.







