

REFRAMING THE CONVERSATION AROUND BIOTECH.

THE PROBLEM.

Many people's instinctive distrust of GM
is inhibiting the adoption of GM crops

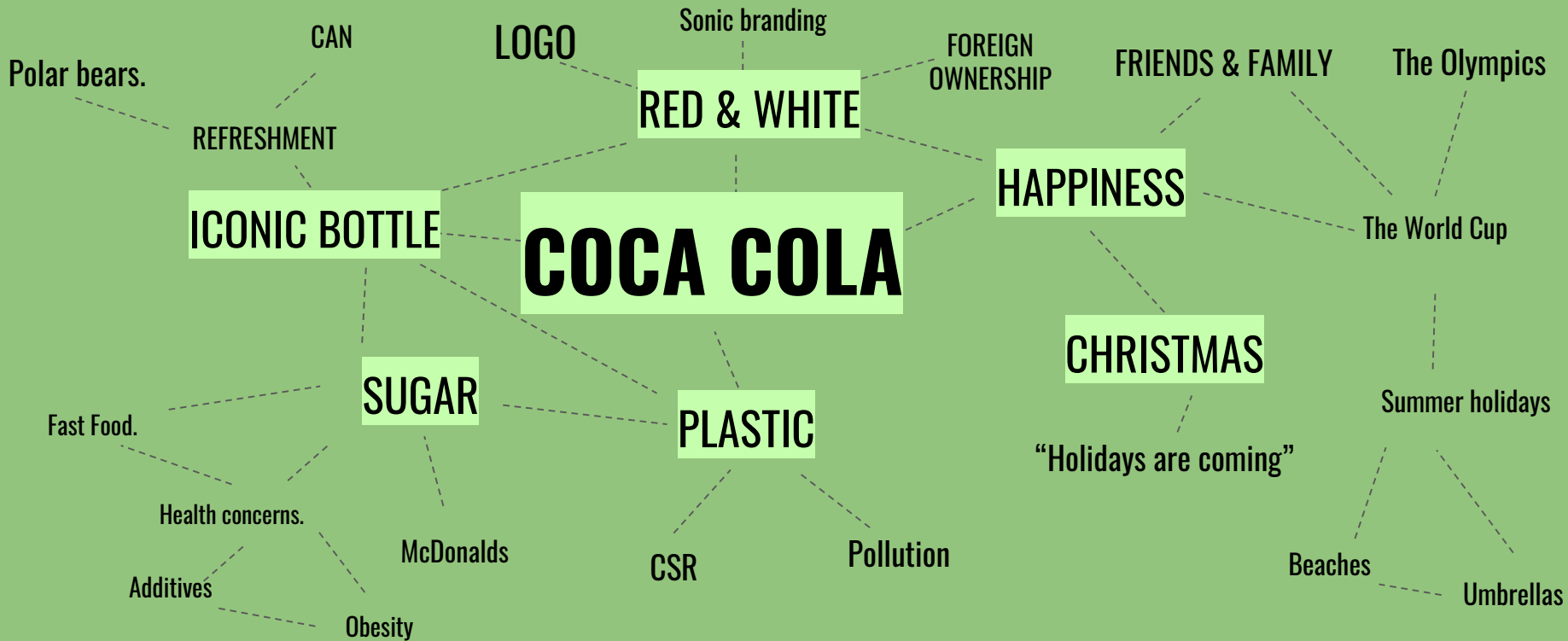
THE PROBLEM BEHIND THE PROBLEM.

GM isn't losing on facts
GM is losing on frames

WHEN I SAY...

COCA COLA

YOU THINK...



SPLIT SECOND INTUITIVE JUDGMENTS.





PEOPLE'S INSTINCTIVE
REACTIONS TO
“GMO”
ARE NEGATIVE.

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WE NEED TO CREATE
A NEW FRAME
THAT PROVOKES
POSITIVE
INTUITIVE RESPONSES

**WHEN I SAY “GMO”
PEOPLE THINK...**

1. CAPITALISM



2. WESTERN INFLUENCE.



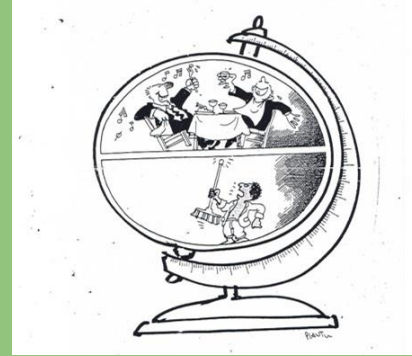
Modern colonisation

Cultural imperialism

Weaponized food

Systemic privilege

Oppression



A close-up photograph of a red tomato with a green stem. A medical syringe with a blue plunger and a clear barrel is shown injecting a clear liquid into the side of the tomato. The syringe's needle is visible, piercing the tomato's skin. The background is a soft, out-of-focus grey.

3. DANGEROUS SCIENCE.

Genetic modification

Gene editing

“Frankenfood”

Gene splicing

Biotechnology



Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Ingredients: Whole Grain Oats, Sugar, Oat Bran, Corn Starch, Honey, Brown Sugar Syrup, Salt, Tripotassium Phosphate, Canola Oil, Natural Almond Flavor, Vitamin E (mixed tocopherols) Added to Preserve Freshness.

Vitamins and Minerals: Calcium Carbonate, Zinc and Iron (mineral nutrients), Vitamin C (sodium ascorbate), A B Vitamin (niacinamide), Vitamin B₆ (pyridoxine hydrochloride), Vitamin B₂ (riboflavin), Vitamin B₁ (thiamin mononitrate), Vitamin A (palmitate), A B Vitamin (folic acid), Vitamin B₁₂, Vitamin D₃.

CONTAINS ALMOND INGREDIENTS.

DISTRIBUTED BY GENERAL MILLS SALES, INC.,
MINNEAPOLIS, MN 55440 USA

GLUTEN FREE

© General Mills Patent: generalmills.com/pat

Exchange: 1½ Starch

Based on Academy of Nutrition and Dietetics and American Diabetes Association criteria

This package is sold by weight, not by volume. You can be assured of proper weight even though some settling of contents normally occurs during shipment and handling.

F 3727921704 SSG 3966560704

Partially Produced with Genetic Engineering

Learn more at Ask.GeneralMills.com

Microwave times vary. Time given is approximate. Uneven microwave heating may cause popping, movement of the cup and/or splattering.

1. Remove plastic cap; set aside. Remove peelable foil lid.
2. Microwave **UNCOVERED** on HIGH 1 min. 15 sec. (For Convenience Store (1700 watt) oven, microwave uncovered on HIGH 45 sec.) **Careful, let stand in microwave 1 min.**
3. Remove from microwave. Stir thoroughly and replace plastic cap.

4. BIG FOOD

CAMPBELL SOUP COMPANY
CAMDEN, NJ, U.S.A. 08103-1701

PARTIALLY PRODUCED WITH GENETIC ENGINEERING. FOR INFORMATION ABOUT GMO INGREDIENTS VISIT WhatsInMyFood.com

WHAT'S in myFOOD

DO NOT USE IF PEELABLE FOIL LID IS MISSING. Recommend use by date on cup end. Promptly refrigerate any unused soup in separate container. Do not reuse or reheat cup.

Lacking nutrition

Artificial

“Frankenfood”

Junk food

Mass produced



INGREDIENTS: HIGH FRUCTOSE CORN SYRUP, CORN SYRUP, WATER, SALT, CELLULOSE GUM, CARAMEL COLOR, NATURAL AND ARTIFICIAL FLAVORS, SODIUM HEXAMETAPHOSPHATE, SORBIC ACID AND SODIUM BENZOATE (PRESERVATIVES).
DISTRIBUTED BY



A wide-angle photograph of a deforested landscape. The foreground and middle ground are filled with numerous dark, charred tree stumps of varying heights, scattered across a patchy green and brown field. In the background, rolling hills and mountains are visible under a heavy, overcast sky with grey clouds. The overall scene conveys a sense of environmental loss and destruction.

5. ENVIRONMENTAL DESTRUCTION.

Superweeds

Contamination

Monocultures

Not found in nature

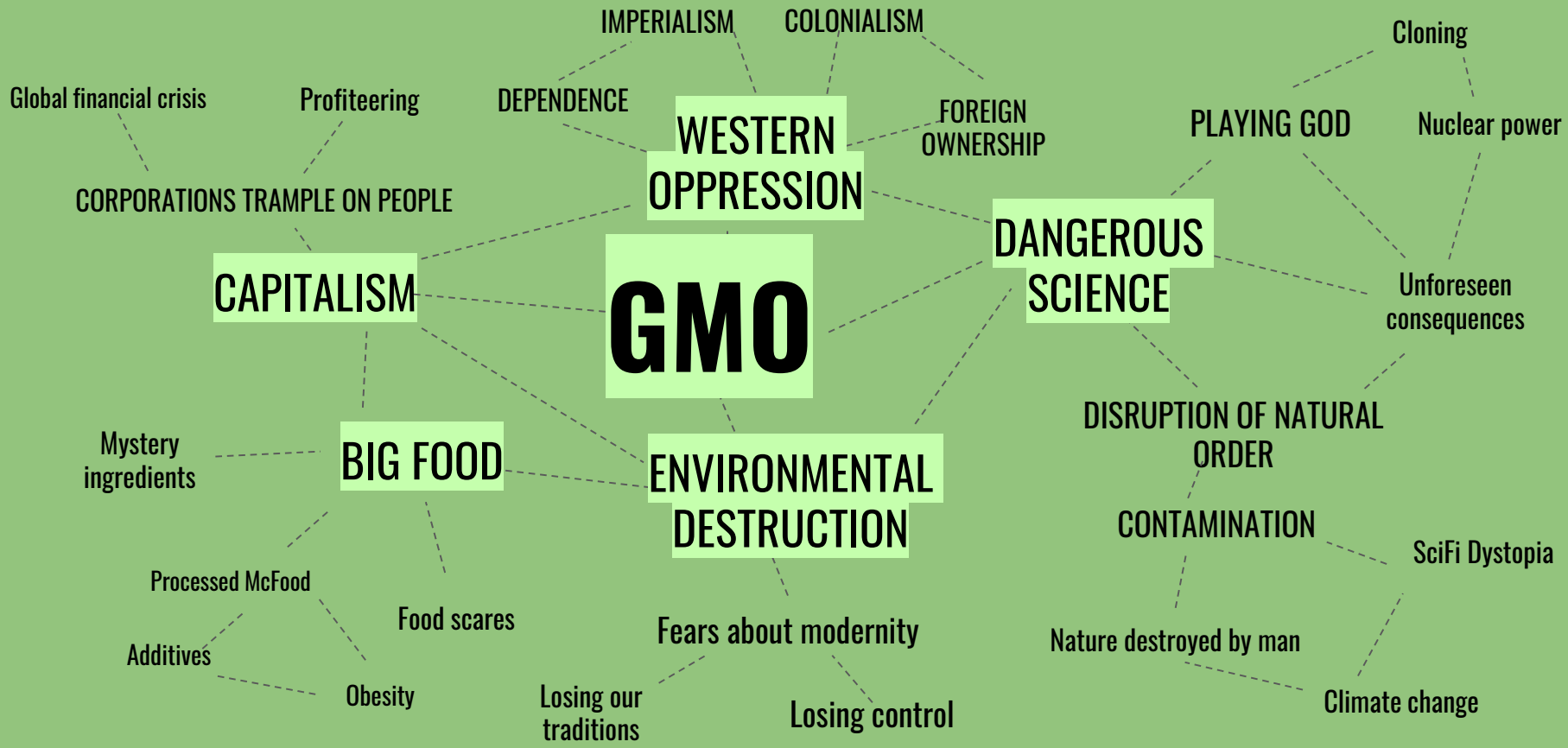
Degradation



A WEB OF FRAMES CREATING INSTINCTIVE MISTRUST.



A WEB OF FRAMES CREATING INSTINCTIVE MISTRUST.



HOW TO CHANGE THIS?

A NEW FRAME THAT CAN:

- Fundamentally transform the way that GM is understood.
- Create new positive associations.
- Defuse the sense that GM is a threat.
- Shift perceptions of who's behind this and who benefits.
- Fuel excitement about the wonderful things GM can do
- Combat negative attacks and criticism.

3 WAYS TO CREATE **COUNTER**FRAMES

#1

GM: PATHWAY TO PROSPERITY



SEEDS OF HOPE



**Protagonists:
Farmers, Everyday People, Leaders
from the global South**



In-country representatives.



**Reframe who wants this
and who's 'behind it'**



Voices of those who benefit.

THESE ARE SEEDS OF HOPE

We want the same prosperity and security enjoyed by other countries.

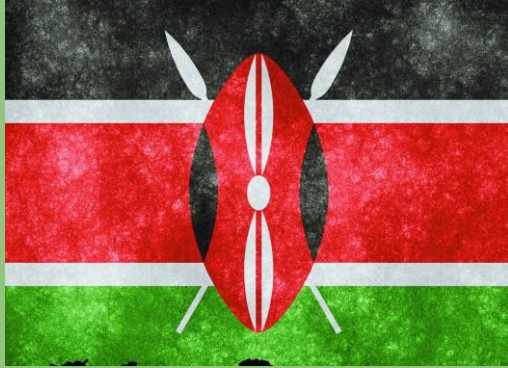
Now, our hopes can be realized.

These seeds can help to deliver food security raising the quality of life for millions.

This can be the moment of transformation we have been striving for.

This is our pathway to prosperity.

VISUALS OF: NATIONAL IDENTITY & PRIDE



POTENTIAL UNLOCKED



OUR TIME IS NOW
AMBITION.



GM: PATHWAY TO PROSPERITY.

A scene from the movie 'The Godfather Part II' showing four men standing in a large warehouse filled with sacks of grain. The men are standing in the background, looking towards the camera. The warehouse is filled with rows of sacks, creating a sense of depth and scale. The lighting is warm and dramatic, highlighting the texture of the sacks and the silhouettes of the men.

GIVE THE PEOPLE WHAT THEY WANT.

COUNTERING THE ANTIS

**PRO GMO IS THE
ONLY MORAL STANCE.**

SOME OF THE ENVIRONMENTAL LOBBYISTS OF THE WESTERN NATIONS ARE THE SALT OF THE EARTH, BUT MANY OF THEM ARE ELITISTS. THEY HAVE NEVER EXPERIENCED THE PHYSICAL SENSATION OF HUNGER. THEY DO THEIR LOBBYING FROM COMFORTABLE OFFICE SUITES IN WASHINGTON OR BRUSSELS. IF THEY LIVED JUST ONE MONTH AMID THE MISERY OF THE DEVELOPING WORLD, AS I HAVE FOR FIFTY YEARS, THEY WOULD BE CRYING OUT FOR TRACTORS, AND FERTILIZER, AND IRRIGATION CANALS, AND BE OUTRAGED THAT FASHIONABLE ELITISTS BACK HOME WERE TRYING TO DENY THEM THESE THINGS.

- NORMAN BORLAUG -

YOU NEED A VERY GOOD REASON TO TAKE HOPE AWAY

When you oppose biotechnology, do you know what you're really opposing?

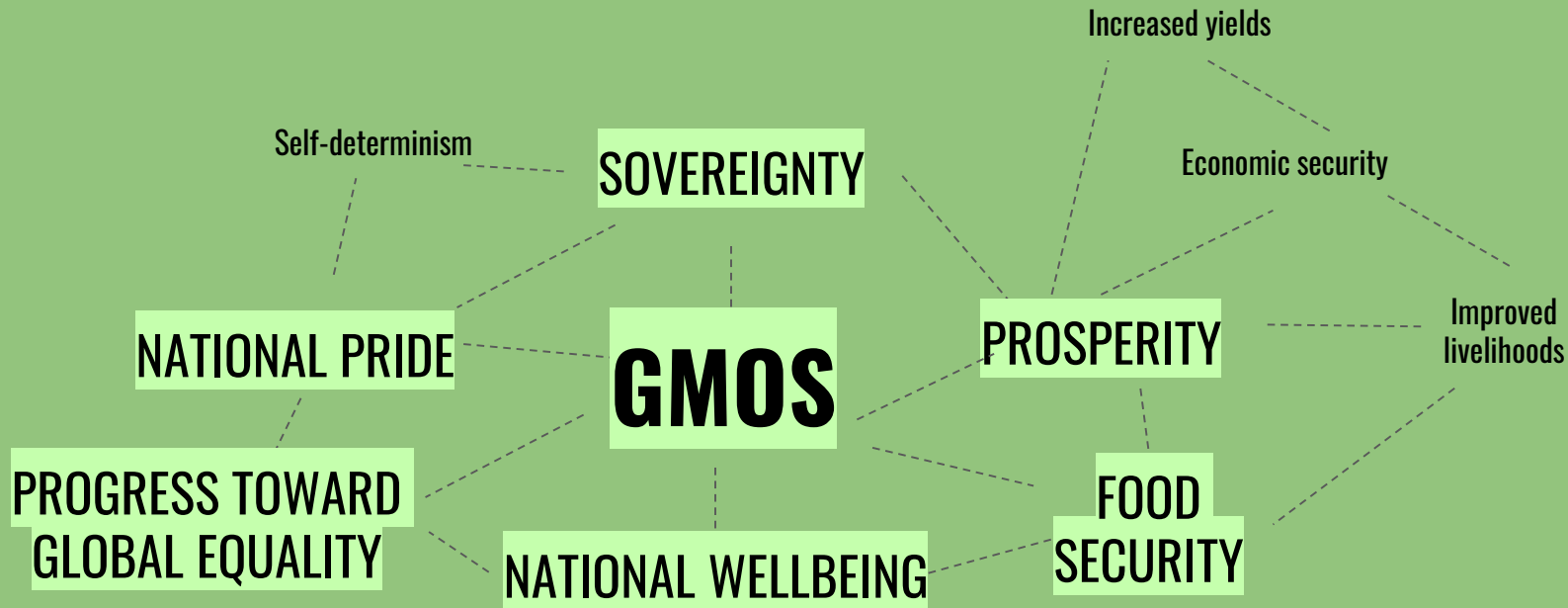
You're opposing food security.

You're opposing prosperity and a clear route out of poverty.

You're opposing farmers who have watched floods devastate their crops.

You're valuing abstract arguments over ending human suffering.

You're allowing your discomfort with change to keep poorer countries poor.



#2

GM: AS SAVIOUR

GM: CERTAINTY IN AN UNCERTAIN WORLD

MODERN CROPS OFFER CERTAINTY IN AN UNCERTAIN WORLD

In 2020 we've had hotter fires, longer droughts and worse flooding.

The planet is heating, ice sheets are melting.

The changes are thought to cause mass migration, food shortages and water scarcity.

How will we manage what lies in front of us?

Through hard work, we've found a way to have stability, sustainability, adaptability.

Hope for the future is here.

And that hope comes from biotechnology.

Because GM is one of our best defenses against the uncertainty that lies ahead of us.

Is there any greater priority than ensuring our future?



**PROTAGONISTS: the people
demanding GM - the 'saviour'**



In-country representatives.



**Farmers, Everyday People, Leaders
from the global South**



Voices of those who benefit.



VISUALS:

**The transformative power of
biotechnology to protect us
from threats to our food
system.**

A photograph of a flooded rural area. In the foreground, several large bundles of harvested sugarcane are floating in the murky water. A person wearing a green shirt is partially visible, wading through the water near the cane. In the middle ground, there are more bundles of cane and a small, makeshift structure made of sticks and tarps. The background shows a cluster of small, simple huts with various colored roofs (orange, blue, white) situated on a grassy field. The overall scene depicts the impact of flooding on a rural community.

**REFRAME PEOPLE'S IDEA OF
THE TRUE THREAT**



GM DELIVERS ABUNDANCE

The background of the image is a close-up photograph of parched, brown soil. The soil is covered in a dense network of dark, irregular cracks that form a mosaic-like pattern. Some small, dry, light-brown plant stems and a few tiny green leaves are scattered across the surface. The overall tone is arid and desolate.

GM VS DROUGHT?

A photograph of a white truck bed filled to the brim with pineapples. The pineapples are arranged in neat rows, with their green spiky leaves and golden-brown textured skins clearly visible. A white tarp is draped over the top of the load, partially covering the pineapples. The scene is set against a clear blue sky, suggesting a sunny day. The truck's metal frame and a rope tied to the side are also visible.

GM WINS

**Visuals: Abundance,
plentiful crops**

COUNTERING THE ANTIS

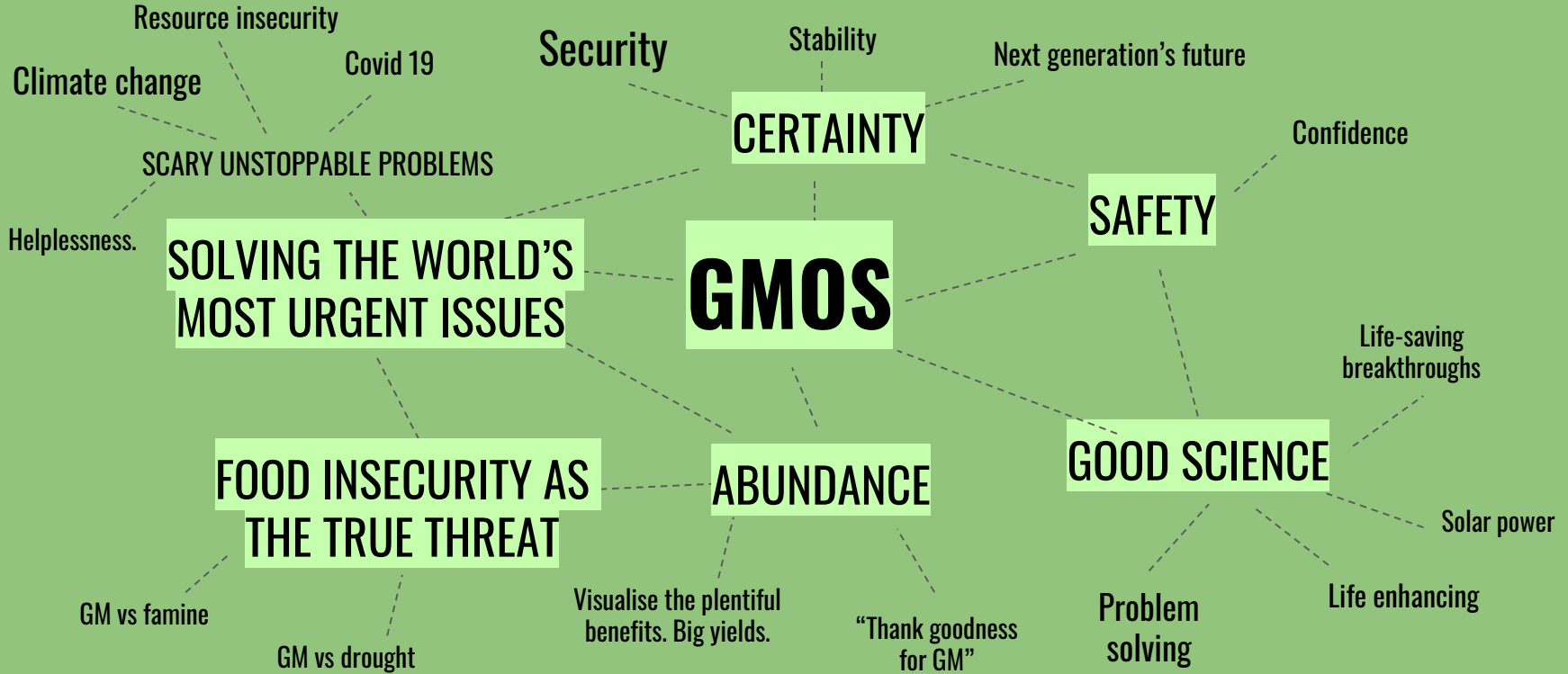
GM: A MISUNDERSTOOD HERO

IT'S TIME TO GIVE THE WORLD'S LEAST LOVED HERO A CHANCE



IT'S TIME TO GIVE THE WORLD'S LEAST LOVED HERO A CHANCE

I've got my cape on. Tights too. I'm ready to save lives.
But every time I leave the house some people scream WITCH!!
Maybe it's my superpowers. They scare some people.
My talents could do wonderful things for people.
If they'd just let me.
I could save crops from dying. I could save children from starving.
My friends antibiotics and electricity say they heard 'Witch!' too at first.
They say I just have to wait, and one day people will love me.
I don't want people to love me blindly.
But I wish they would at least look at who I really am and what I can do.
They'll see I'm really not that scary after all.
They might even love me.



#3

GM: ALL NATURAL

A photograph of a cornfield at sunset. The sun is low on the horizon, creating a warm orange and yellow glow. The sky is filled with scattered clouds, some of which are illuminated by the setting sun. In the foreground, the large green leaves of the corn plants are visible, some showing signs of being eaten. The text "NATURE HAS THE ANSWERS" is written in a bold, black, sans-serif font across the middle of the image, set against a white rectangular background.

NATURE HAS THE ANSWERS

NATURE HAS THE ANSWERS

How can we feed billions of people in a world of climate change and crop-eating pests?

Nature found the answers thousands of years ago.

If we take the time to listen to her wisdom, nature can show us the way.

We can learn nature's solutions to problems like parasites and droughts.

So we can grow crops that are naturally resistant to pests and water scarcity.

We can grow crops that are naturally fuller of good nutrition.

Because nature has had millennia to find out how.

No one knows better than nature. Let's listen to her.





Protagonist:
FARMER



Being a farmer means
shaking hands with nature

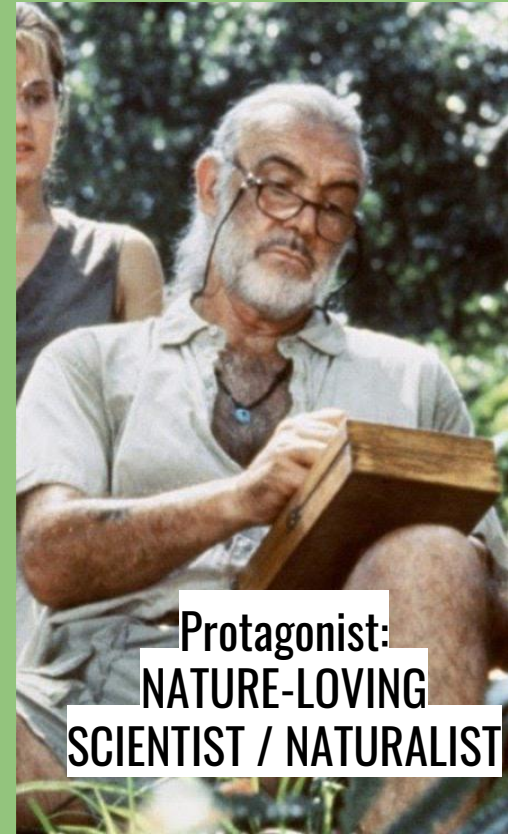
Tama
Tama Foundation for Sustainable Development



Protagonist:
ENVIRONMENTALIST



Protagonist:
NATURE



Protagonist:
**NATURE-LOVING
SCIENTIST / NATURALIST**

NATURAL + NATURAL = NATURAL



+



=



Staple crops.
(that feed billions but suffer
in some climates)

Orchids' drought resistance

Drought-resistant
new plants



**GMO: MADE WITH NATURAL
INGREDIENTS**

EVOLUTION BUT FASTER.

NATURE HASN'T DONE THIS... YET.

Over thousands of years, some plants evolved to thrive naturally in poor soil.

Some plants developed natural immunity from disease.

Now, they can share those secrets with other plants.

So that everyone benefits.

This is evolution - but faster.

Because the big challenges won't wait.

Let's free the wisdom of plants.

COUNTERING THE ANTIS

GM: NO LESS NATURAL THAN...

GM IS NO LESS NATURAL THAN...

GM takes natural ingredients and combines them with other natural ingredients.

So GMOs are more natural than thousands of everyday products that we use without a second thought.

Like processed foods. And products packed with chemicals and synthetic substances.

It would be great if all-organic food could feed 7 billion people, but that's a pipe dream.

We need naturally based solutions that can.

Thank goodness for GM.

How “Natural”?



UNNATURAL



NATURAL + UNNATURAL



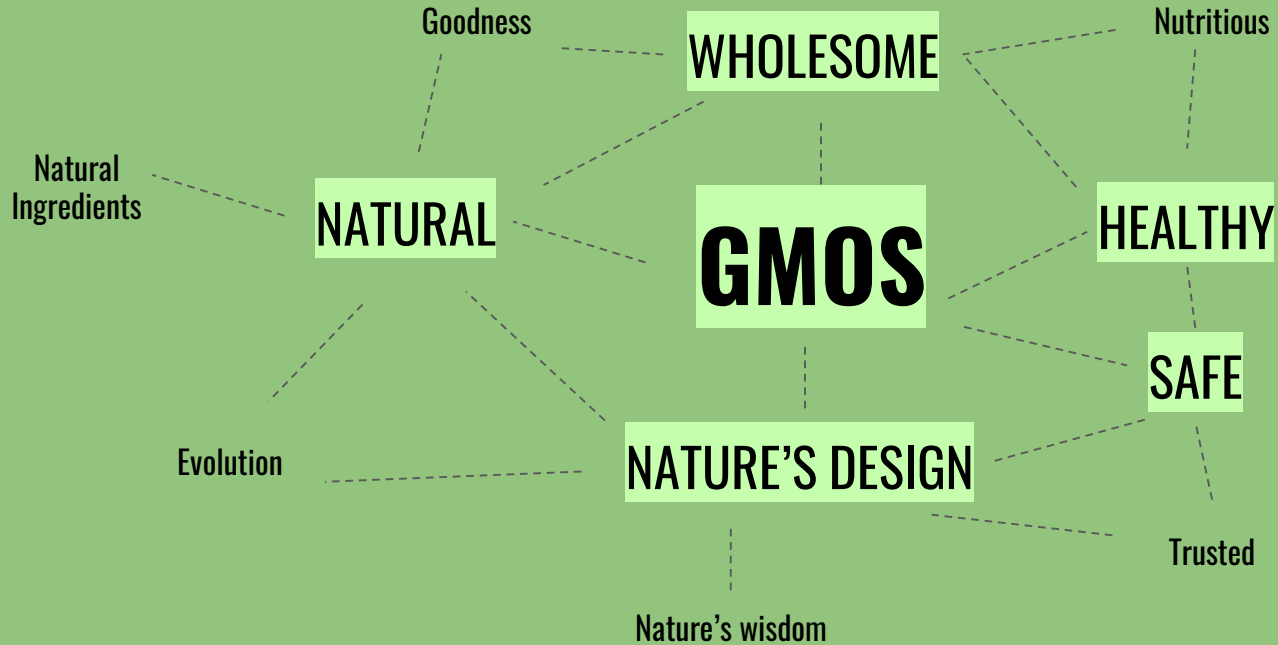
NATURAL + NATURAL



NATURAL UNCHANGED



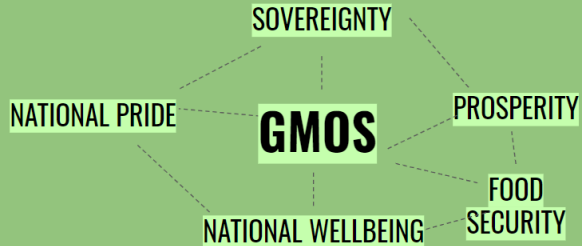
GM IS ALL NATURAL



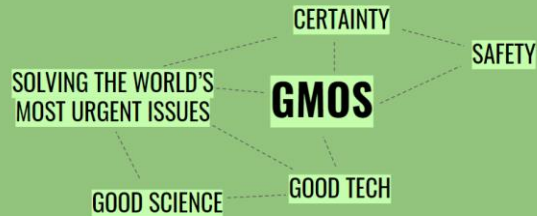
3 WAYS TO REFRAME



#1. PATH TO PROSPERITY



#2. GMO: AS SAVIOUR



#3. GM: ALL NATURAL



THANK YOU.