

**REFRAMING THE  
CONVERSATION  
AROUND BIOTECH.**

# THE PROBLEM.

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

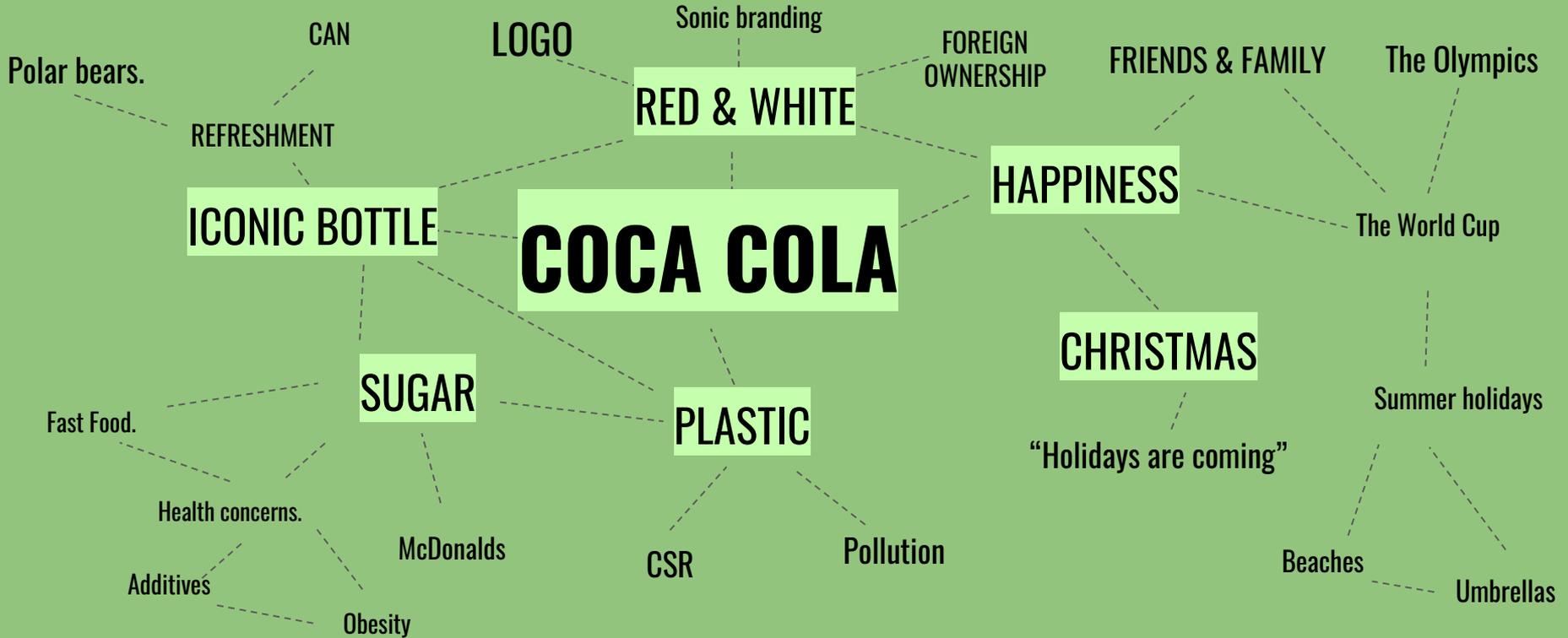
# THE **PROBLEM** BEHIND THE PROBLEM.

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.

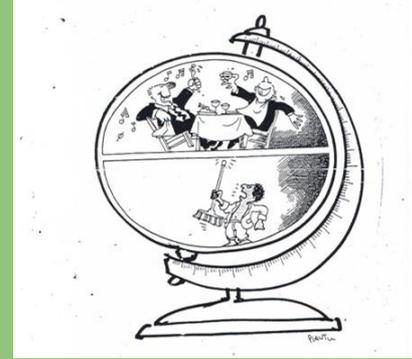
Modern colonisation

Cultural imperialism

Weaponized food

Systemic privilege

Oppression





# **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 B<sub>6</sub> (pyridoxine hydrochloride), Vitamin B<sub>2</sub> (riboflavin), Vitamin B<sub>1</sub> (thiamin mononitrate), Vitamin A (palmitate), A B Vitamin (folic acid), Vitamin B<sub>12</sub>, Vitamin D<sub>3</sub>.

**CONTAINS ALMOND INGREDIENTS.**

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

**GLUTEN FREE**

© General Mills Patent: [generalmills.com/pat](http://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 3960560704

**Partially Produced with Genetic Engineering**

Learn more at [Ask.GeneralMills.com](http://Ask.GeneralMills.com)

Microwave times vary. Time given is approximate. Uneven microwave heating may cause popping, movement of the cap 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](http://WhatsInMyFood.com)



**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



**S** 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).  
**D** ISTRIBUTED BY





**5. ENVIRONMENTAL  
DESTRUCTION.**

**Superweeds**

**Contamination**

**Monocultures**

**Not found in nature**

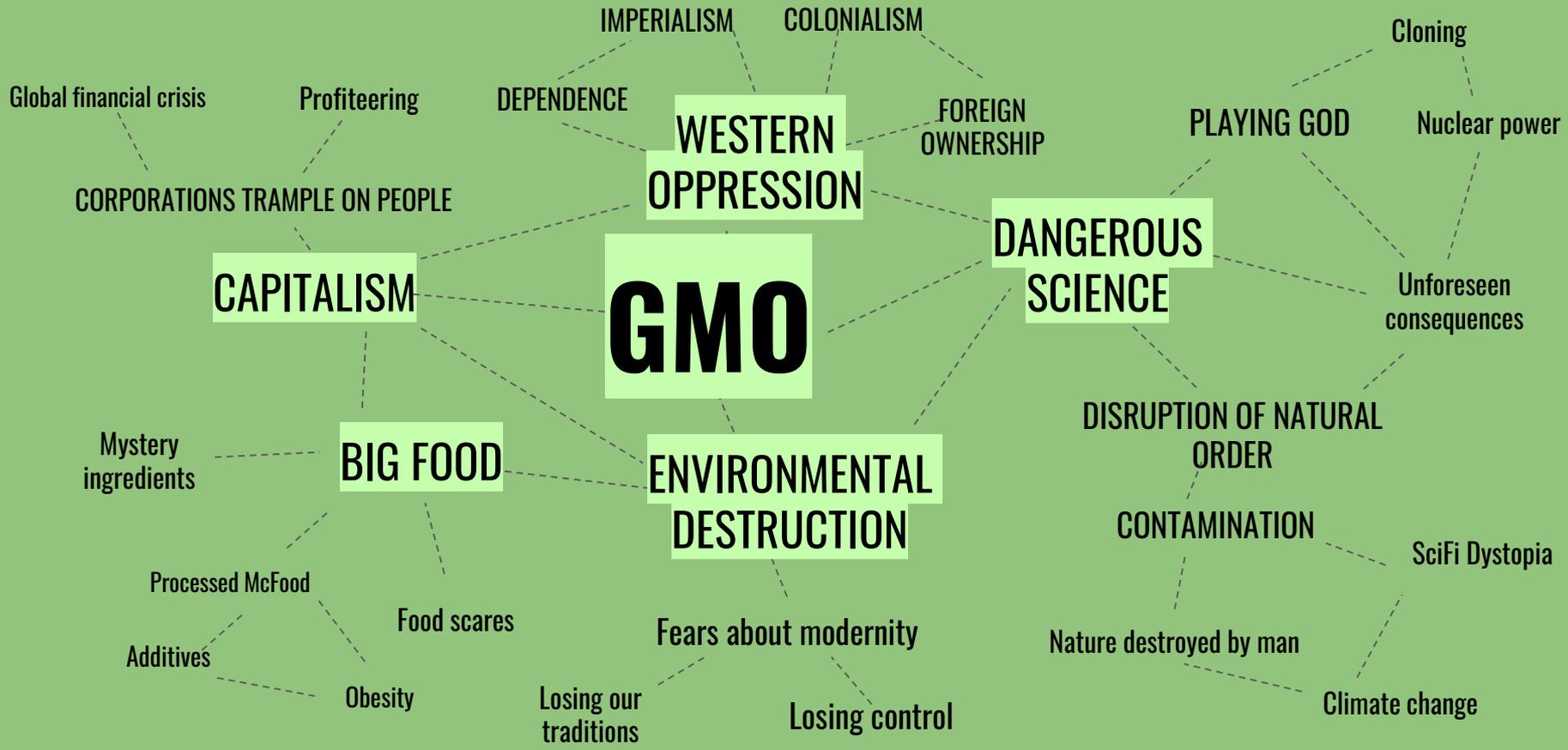
**Degradation**



# 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.**



**Voices of those who benefit.**



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



## **THESE ARE SEEDS OF HOPE**

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

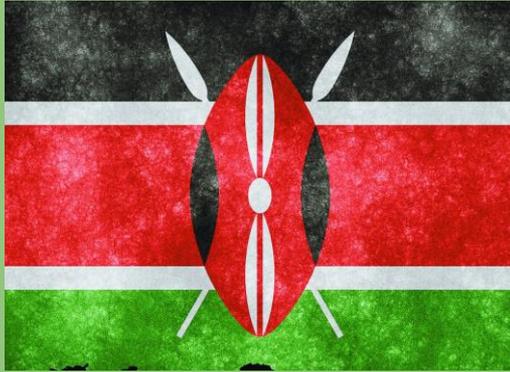
Now, our hopes can be realized.

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 large, dimly lit warehouse with a high, arched wooden ceiling. The floor is covered with numerous stacks of white sacks, likely containing grain or food supplies. In the background, four men are standing and talking. The lighting is warm and focused on the men, creating a sense of scale and activity within the vast space.

**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?

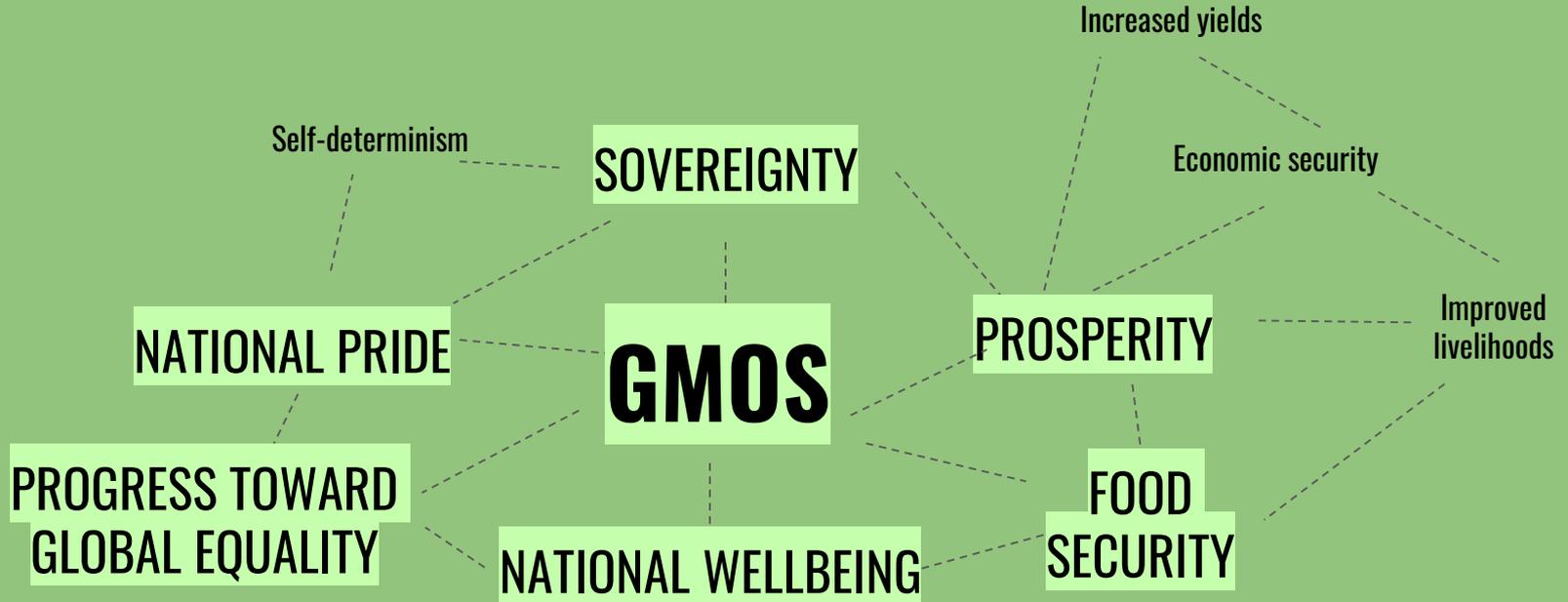
You're opposing food security.

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 rural area affected by flooding. In the foreground, several large bundles of harvested sugarcane stalks are floating in muddy water. A person wearing a green shirt and a woven hat is partially visible, wading through the water. In the background, there are several makeshift huts or shelters, some with orange or blue tarps. The ground is saturated with water, and there are some trees and a large tree trunk on the left. The overall scene depicts a rural community struggling with the effects of flooding.

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



**GM DELIVERS ABUNDANCE**

A close-up photograph of parched, cracked brown soil. The soil is a mix of light and dark brown tones, with numerous deep, irregular cracks forming a complex, web-like pattern across the entire surface. Some small, dry, yellowish-brown plant matter and a few tiny green leaves are scattered throughout. In the center of the image, there is a white rectangular text box containing the text "GM VS DROUGHT?".

**GM VS DROUGHT?**



**GM WINS**

**Visuals: Abundance,  
plentiful crops**

COUNTERING THE ANTIS

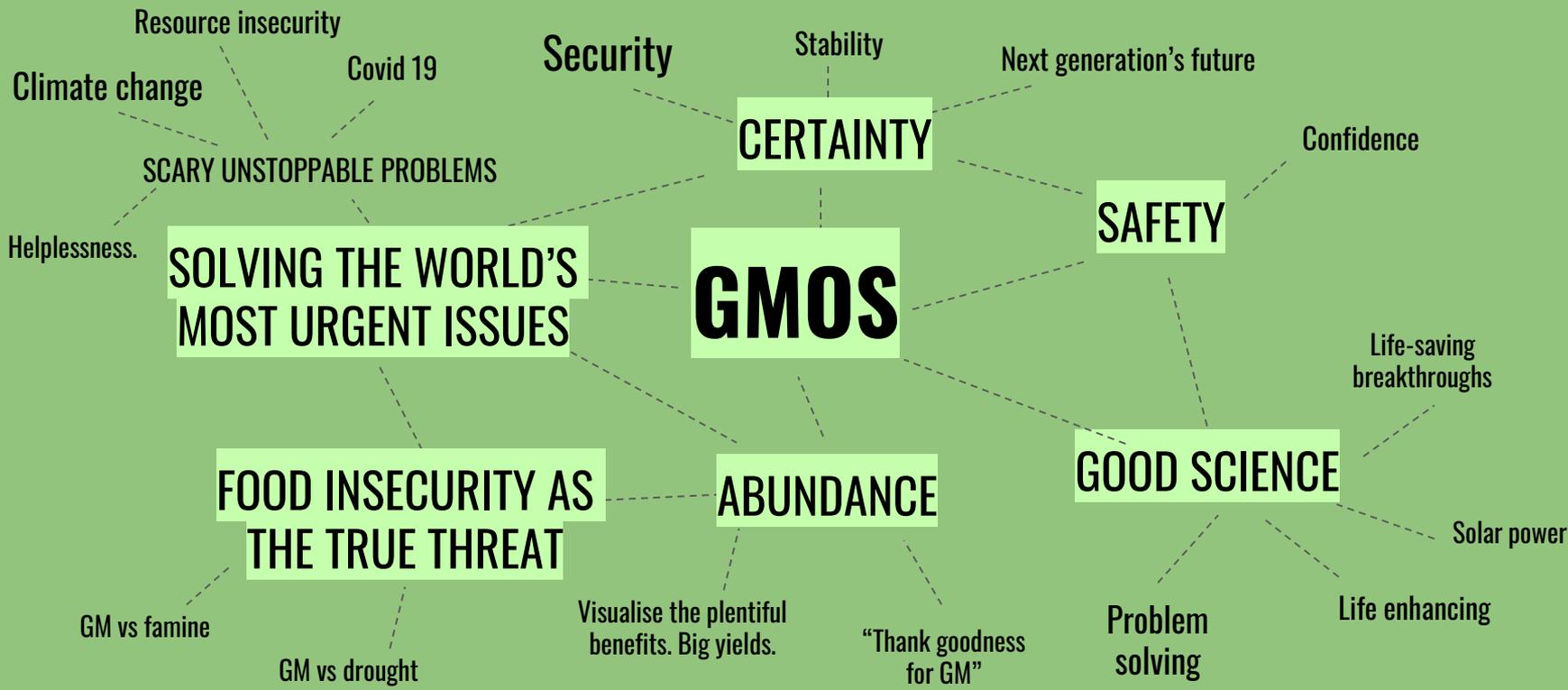
**GM: A MISUNDERSTOOD HERO**

**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 vibrant sunset over a cornfield. The sun is low on the horizon, casting a warm, golden glow across the sky and the field. The sky is filled with scattered, light-colored clouds that catch the light of the setting sun. In the foreground, the large, green leaves of corn plants are visible, some showing signs of being eaten. The overall scene is peaceful and natural.

**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.

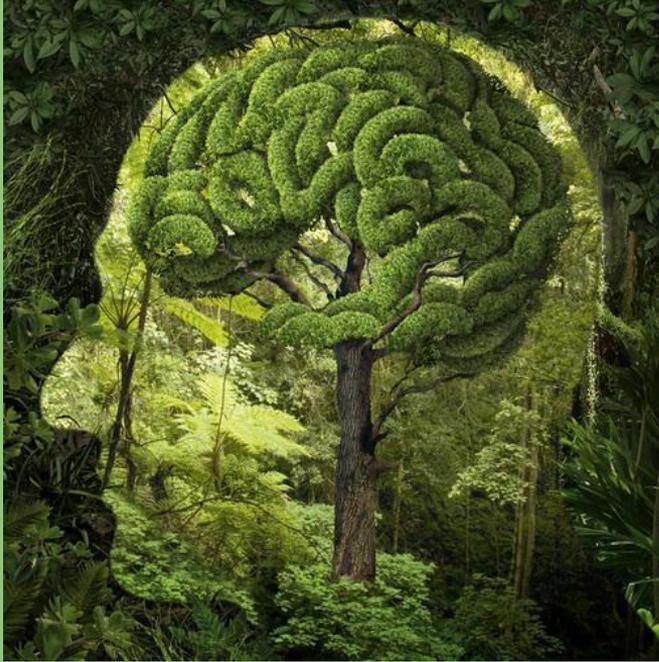
We can learn nature's solutions to problems like parasites and droughts.

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.



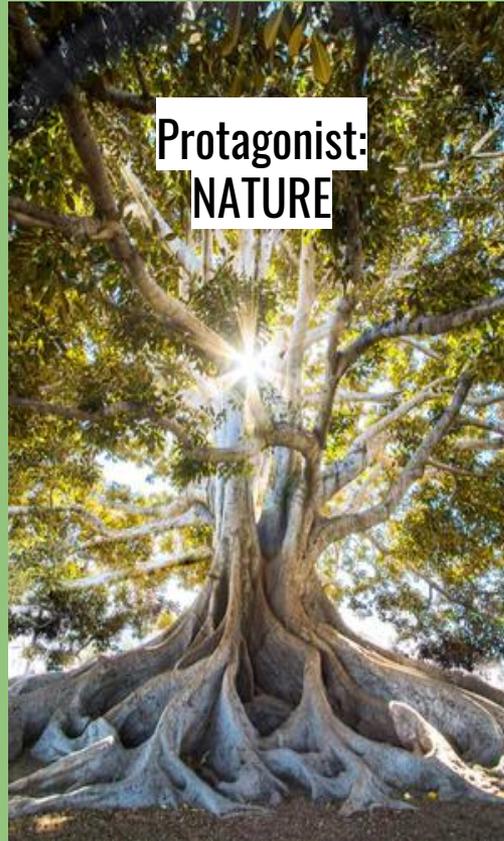


**Protagonist:  
FARMER**

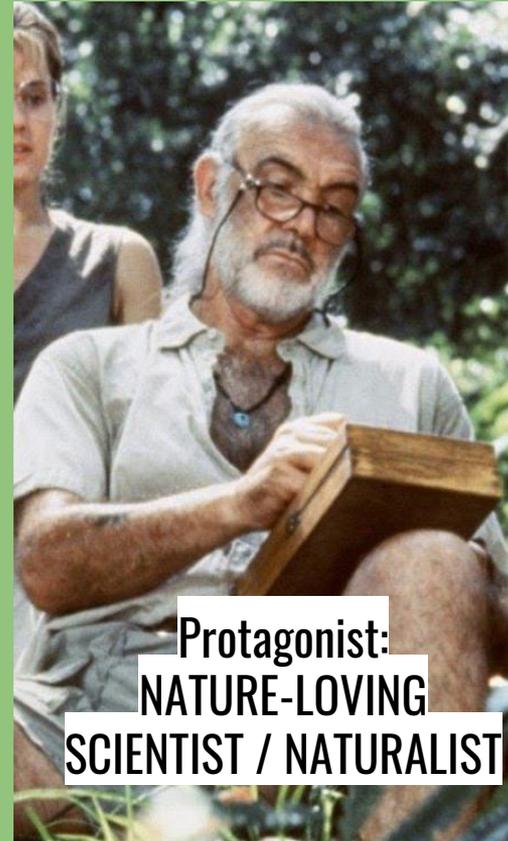
**Being a farmer means  
shaking hands with nature**



**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

A top-down view of various natural ingredients arranged on a white surface. The ingredients include a glass of white milk, a kiwi slice, several almonds, a small jar of almonds, a green tea bag in a cup, a bowl of honey, a bowl of cucumber slices, a bowl of green tea, a bowl of green smoothie, a cinnamon stick, a slice of orange, and several sprigs of green leaves.

**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



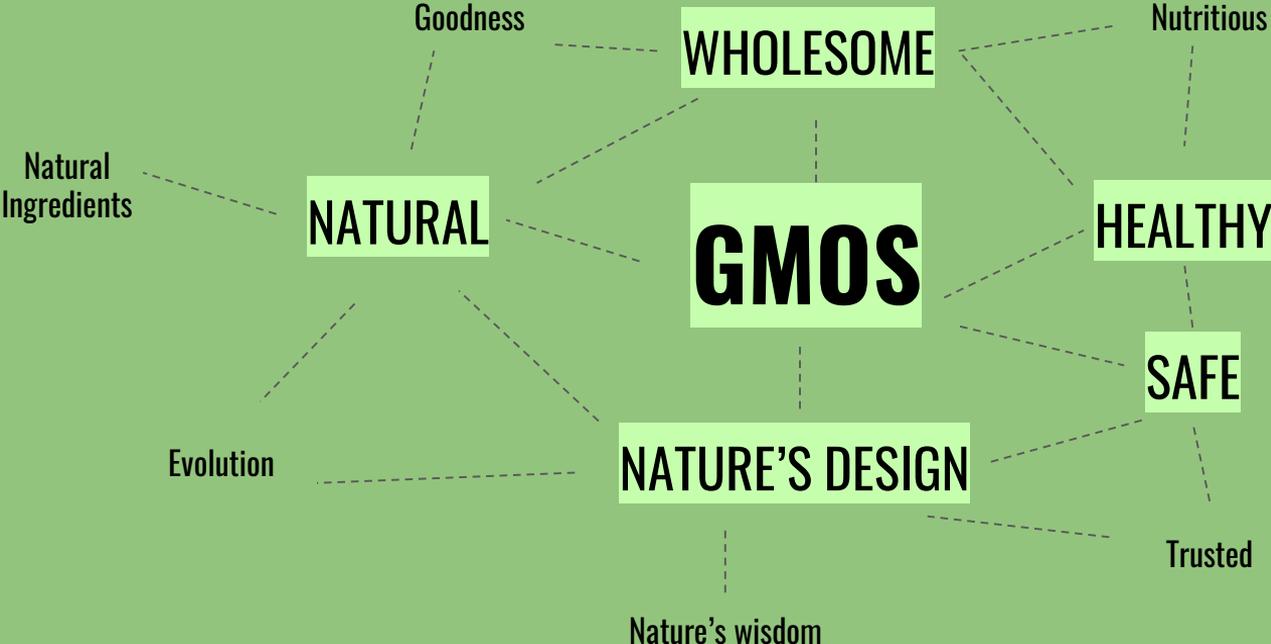
## NATURAL + NATURAL



## NATURAL UNCHANGED



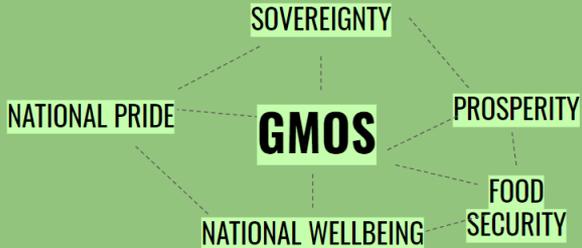
# GM IS ALL NATURAL



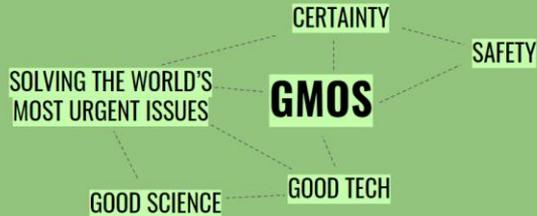
# 3 WAYS TO REFRAME



## #1. PATH TO PROSPERITY



## #2. GMO: AS SAVIOUR



## #3. GM: ALL NATURAL



**THANK YOU.**