
GM Crops Communications Guide

How to communicate about GM crops to increase acceptance

HELLO!

ROLE OF THIS GUIDE

This guide is designed to help advocates for GM crops create communications that help people see GM more positively.

The previous guide shows that a **negative narrative about GM that causes people to distrust it.**

This guide reiterates the need for a positive narrative to counteract the negative one:

That everyday people and farmers actively choose GM for their families and communities out of care and compassion because they know GM lets us care for us.

The primary role of the guide is then to show how that narrative can be translated into communications.

This includes advice on how to represent who supports GM (**protagonists**) and why they support it (**motivation**), as well as what **language** and **imagery** to use to consistently build trust.

Lastly, the guide includes **example communications** which stakeholders and partner organisations can use as inspiration for their communications.

1

A Positive Narrative about GM crops

A NEGATIVE NARRATIVE CAUSES MILLIONS TO DISTRUST GM

Outsiders and the powerful

use **scary science** to create **unnatural crops**

for their own **profit**

at the **expense of people's health and wellbeing.**

OUR APPROACH IS TO OVERWRITE THAT WITH A POSITIVE NARRATIVE:

Everyday people and farmers

actively choose GM crops for their
families and communities,

out of care and compassion

because they know GM lets us care for us.



2

How to translate the narrative into messaging and communications

OUR NARRATIVE

The story behind all of
our communications.

Not language we communicate.

Everyday people and farmers

actively choose GM crops for their
families and communities,

out of care and compassion

because they know GM lets us
care for us.

OUR NARRATIVE

The story behind all of our communications.
Not language we communicate.

Everyday people and farmers

actively choose GM crops for their families and communities,

out of care and compassion

because they know GM lets us care for us.



OUR CORE MESSAGE:

The simplest expression of our message.
This is how we communicate the narrative to audiences.

“GM IS GOOD
FOR US”

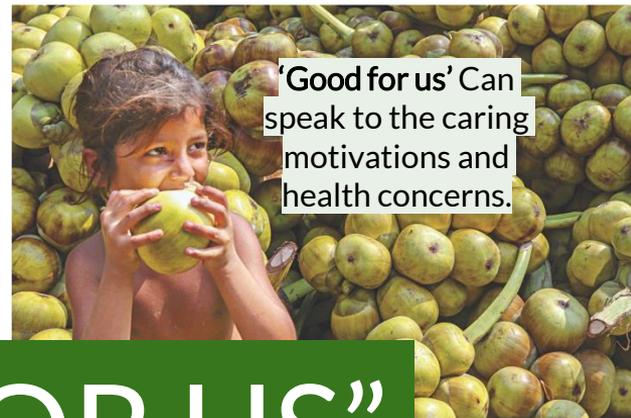
OUR CORE MESSAGE:



Active choice:
Farmers and ordinary people choosing GM for their own interests.



Everyday people: 'Us' makes everyday people the protagonists



'Good for us' Can speak to the caring motivations and health concerns.

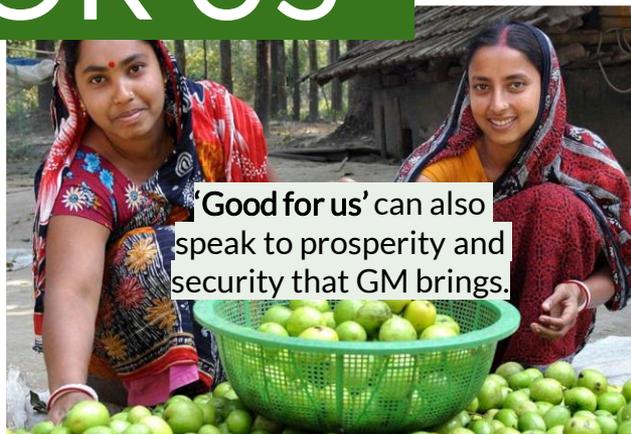
“GM IS GOOD FOR US”



Enabling force:
Frames GM as the catalyst that unlocks the potential of the community.



Benefits focus: Emphasis is on the good it does for people, not how it's made.



'Good for us' can also speak to prosperity and security that GM brings.

The core message works alongside a range of benefits

GOOD FOR OUR PROSPERITY

- Better harvests are good for us.
- Full markets are good for us.
- Living without fear of starvation? That's good for us.
- A feast on every table is good for us.
- We're growing a prosperous future with GM.
- Let's grow our yields with stronger crops.
- We're growing towards self-sufficiency.

GOOD FOR OUR SECURITY

- Stronger crops are good for us.
- Crops eaten by people, not insects? Good for us.
- Looking forward to a good harvest. That's good for us.
- Stronger crops help us to protect our communities.
- We want our families' food supply to be safe and secure. That's why we support GM.

GOOD FOR OUR HEALTH

- Nutritious meals are good for us.
- Food without pesticides is good for us.
- Healthy food is good for us.
- GM means healthy crops which means healthy food which means healthy lives.
- GM protects our health by protecting our food.
- We're growing a healthier future with GM.
- Let's grow healthier meals.

GOOD FOR OUR ENVIRONMENT

- Fewer pesticides in the soil good for us.
- Insect-resistant crops are good for us.
- We have only one country. GM helps us protect it and our biodiversity.
- We're growing a healthier environment with GM.
- Let's protect our biodiversity. Lets grow GM.

GOOD FOR OUR AUTONOMY

- Growing what we want to grow is good for us.
- Let us grow with GMO
- Our crops, our land, our choice.
- Let our farmers choose what crops they grow.
- More choice is good for us.
- GM is freedom because it gives us choice.
- GM puts us in control.
- I choose GM because it's what's best for my family.

“... GM IS GOOD FOR US”

“GM is good for us” is the conclusion we always want the audience to reach.

Any given execution will have a specific point to make...

**“Our crops,
our land, our
choice...”**



**“Healthy crops,
healthy food,
healthy lives...”**



**“Let us
grow with
GMO...”**



... which can be naturally punctuated with our core message.

Core messaging can flex to suit different stages of GM adoption

If GM crops are NOT currently commercialized

Core message: GM COULD BE GOOD FOR US

- Give voice to everyday people calling for GM to be adopted
- Express (through the voices of everyday people) how GM will benefit them
- Paint a vision of a brighter future with GM
- Use future tense (e.g. We could, We will, We can)



Pest-resistant cowpea will bring bigger harvests. That's good for all Nigerians

Now crop farmers in America could be food revolution for tens of millions of Nigerians living in extreme poverty



By [John Deere](#) on [Facebook](#)

Why does this matter? This is because of the story.

Over 100 million people in Nigeria don't eat enough food. And 100 million people in Nigeria live in extreme poverty.

The reason? Lack of food. The government in Nigeria can't afford to buy food for all the people.

But now there's a solution. A new crop called GM cowpea. It's a cowpea that's resistant to pests. And it's a cowpea that's resistant to drought. And it's a cowpea that's resistant to disease. And it's a cowpea that's resistant to all the things that can kill a cowpea.

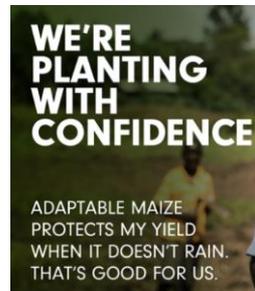
And now the government in Nigeria can afford to buy food for all the people. And now the government in Nigeria can afford to buy food for all the people. And now the government in Nigeria can afford to buy food for all the people.

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If GM crops are commercialized

Core message: GM IS GOOD FOR US

- Show everyday people actively using and enjoying GM crops with happy, healthy results
- Show local people doing any or all of these as appropriate: developing, testing, distributing, growing, harvesting, and eating GM crops
- Demonstrate benefits to local people and farmers (through their voices)



So proud of my daughter! She always wanted to help people, and now she's helping our farmers grow enough healthy food for all Kenyans



The core messaging can flex for different protagonists. Sometimes “us” is a person and their family, other times it is all the people of a country.

“GM IS GOOD FOR US”

Good for Families

Good for Farmers

Good for Communities

Good for Nigeria

Good for Africa



The building blocks of powerful communications

The next section shows how 'GM is good for us' is most powerful when:

- ✓ It's delivered by the right protagonists - **everyday people and farmers**.
- ✓ It's clear they make an **active, independent choice** to support what they know is best for them.
- ✓ We show that they are **motivated by care and compassion** for their families and communities.
- ✓ We use **language and imagery** that focus the conversation on the caring motives behind GM and the good it does for everyday people.

**SHOW THAT EVERYDAY PEOPLE
AND FARMERS BELIEVE**

“GM IS GOOD FOR US”

Everyday People and Farmers

✓ DO

Where possible communications should be written from the **point of view** of and in the voice of:

- **Everyday people** or farmers
- **Figures trusted** to have the interests of ordinary people at heart

Show everyday people **recognising** and **embracing** the many ways GM makes their lives better

Show GM **empowers** people to build the **prosperous** life they want for themselves and their families.

Show the positive effects of GM on the **daily lives of everyday people**:

- Prosperous farms with crops growing rich and full
- Happy farmers with abundant harvests
- Plentiful, delicious, nutritious food in markets and homes
- Well-fed, healthy people enjoying the bounty and security that GM brings



Everyday People and Farmers

✓ DO

Use the first person plural in written language –
We, us, our, let's...

Localise names, settings, and other details so they truly
feel like 'one of us'

Authenticity is key. Use real people or describe real
attitudes and actions.

Show these people in **everyday settings** (at home, on
the farm, at markets).



Everyday People and Farmers

X DON'T

Highlight protagonists whose reasons for 'pushing' GM are unclear or suspect:

- Outsiders (including Westerners)
- Corporations
- Powerful people or experts not trusted to share local people's interests



Everyday People and Farmers: example imagery



Everyday people and farmers

Happily choosing and using GM

Enjoying GM's bounty



Prosperous farms and families



Farmers as producers and consumers of GM



Trusted leaders supporting



Consumers of GM

The voice of Everyday People and Farmers speaking as one

Let's grow something for our families.

Let's grow something for our neighbours.

Let's grow something for our children and their children.

Let's grow something that isn't killed by drought.

Let's grow something that feeds us, not the insects.

Let's grow something that keeps famine and hunger from our doors.

Let's grow something that we choose to grow.

Let's grow something that feeds our people and our independence.

Let's grow something that says we believe in the facts not the scare-mongering.

Let's grow a movement, not just a crop.

Let's grow a future beyond our own lives.

Let's grow something that grows.

Language like this would work especially well when motivating a large group to see the potential of GM and join the cause.

Everyday people and farmers call for GMO: Example communication



Language like this works well in more colloquial contexts. It's not as flexible as the core message but is punchy and memorable.

Everyday People and Farmers: example communication

Friend Name
Today at 19:33 · 🌐

GM means our harvests will be better. And better harvests are good for us. It's as simple as that. GM is good for us.



LET'S GROW

👍 Like 💬 Comment ➦ Share

👤 🗨️ 🧑🏿 1,035

Write something...

Friend Name
Today at 19:33 · 🌐

Someone told me this cassava is disease-resistant because it's GM. All I know is... it's delicious!



👍 Like 💬 Comment ➦ Share

👤 🗨️ 🧑🏿 1,035

Write something...

This kind of plainspoken language is a good way to add authenticity to the movement in support of GM – giving a voice to everyday people

SHOW THE ACTIVE CHOICE BEHIND

“GM IS GOOD FOR US”

Active Choice

✓ DO

Show ordinary people and farmers **independently choosing** to grow, cook, and eat GM crops with **confidence** and **happy, healthy results**

Declare that people deserve the **independence** and **autonomy** to **grow and eat what's best for them**

Give them a voice that allows them to **express their choice** - GM crops are something they want because they know how good they will be for them and their families.

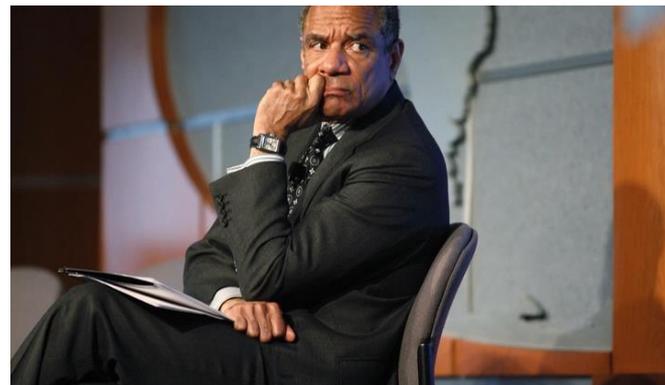


Active Choice

X DON'T

Give undue prominence to the interests of government figures, large corporations or outside experts.

Don't make GM seem like something the 'higher ups' have decided upon that is simply happening to everyday people.



Active Choice: example communication



Drought-resistant maize: Let farmers grow this game-changing grain



10th September

If adopting a different approach to farming could safely bring hundreds of millions of dollars into the Ethiopian economy – surely, it would be the smart thing to do for our people.

That is the opportunity our country has today: A homegrown drought-resistant type of maize has been developed by scientists here in Ethiopia and it could revolutionise our country's ability to be food secure. It will also allow our farmers to plant with confidence knowing that whether it rains or not they will be able to put food on the table for their families.

Growing maize is critical to smallholder livelihoods in our country and, as the lowest-cost source of calories from grains, is fundamental to our ability to feed our population. But today, our farmers lose huge amounts of potential yield to unpredictable weather and insect damage. These environmental factors can cause the total loss of some crops, with devastating impacts on the livelihoods of the 55% of all Africans who are farmers.

The adaptable maize that we now have the chance to grow yields strong, green and healthy plants and preserves farmers' livelihoods during droughts. What's more, it is naturally protected from insects and does not require farmers to risk their health and profits to spray toxic pesticides. This all adds up to bigger, more reliable yields.

Many of our farmers tell us of the backbreaking labour required of the whole family to bring in a harvest. In the summer, women and children spend almost half of their days working in fields in the hot sun. These new crops require less human effort – meaning children can go to school and farmers will not risk their health to scrape a living.

Give our farmers the choice to grow this game-changing grain. We can turn away from these opportunities that the rest of the world is grabbing – or we can boldly face our issues and use African ingenuity to solve them. Let's seize this chance to grow plentiful food and look after for our own people now and tomorrow. There's no denying it's good for all of us.

This kind of messaging brings the voice of farmers to the fore and frames opponents of GM as opponents of farmers.

Active Choice: example communication



Language like this works well in more colloquial contexts. It's not as flexible as the core message but is punchy and memorable.

Active Choice: example communications

Your Profile
Today at 19:33 · 🌐

I know what will feed my family, my village. Let me grow it. Let me grow GM.



Like Comment Share

👍👎👤 1,035

Write something...

Your Profile
Today at 19:33 · 🌐

I can see for myself that GM crops are what's best for my family and my community



Like Comment Share

👍👎👤 1,035

Write something...

Friend Name
Today at 19:33 · 🌐

I know what will feed my family, my village and my country. Let me grow it. Let me grow GM



Like Comment Share

👍👎👤 1,035

Write something...

Wherever possible, work with people to help them express messaging in words that feel natural for them.

Active Choice: example communication



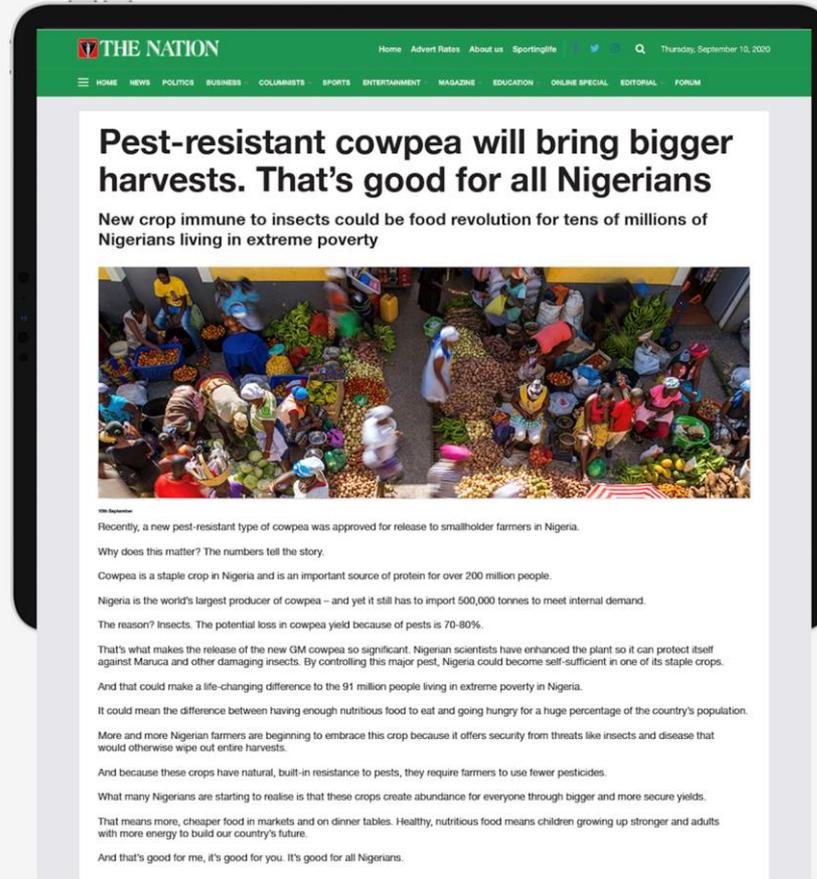
**WE'RE
PLANTING
WITH
CONFIDENCE**

ADAPTABLE MAIZE
PROTECTS MY YIELD
WHEN IT DOESN'T RAIN.
THAT'S GOOD FOR US.



This is an effective way to link any given benefit to the core message.

Active Choice: example communication



THE NATION Home Advert Rates About us Sportingle Thursday, September 10, 2020

HOME NEWS POLITICS BUSINESS COLUMNISTS SPORTS ENTERTAINMENT MAGAZINE EDUCATION ONLINE SPECIAL EDITORIAL FORUM

Pest-resistant cowpea will bring bigger harvests. That's good for all Nigerians

New crop immune to insects could be food revolution for tens of millions of Nigerians living in extreme poverty



With Reporter

Recently, a new pest-resistant type of cowpea was approved for release to smallholder farmers in Nigeria.

Why does this matter? The numbers tell the story.

Cowpea is a staple crop in Nigeria and is an important source of protein for over 200 million people.

Nigeria is the world's largest producer of cowpea – and yet it still has to import 500,000 tonnes to meet internal demand.

The reason? Insects. The potential loss in cowpea yield because of pests is 70-80%.

That's what makes the release of the new GM cowpea so significant. Nigerian scientists have enhanced the plant so it can protect itself against Maruca and other damaging insects. By controlling this major pest, Nigeria could become self-sufficient in one of its staple crops.

And that could make a life-changing difference to the 91 million people living in extreme poverty in Nigeria.

It could mean the difference between having enough nutritious food to eat and going hungry for a huge percentage of the country's population.

More and more Nigerian farmers are beginning to embrace this crop because it offers security from threats like insects and disease that would otherwise wipe out entire harvests.

And because these crops have natural, built-in resistance to pests, they require farmers to use fewer pesticides.

What many Nigerians are starting to realise is that these crops create abundance for everyone through bigger and more secure yields.

That means more, cheaper food in markets and on dinner tables. Healthy, nutritious food means children growing up stronger and adults with more energy to build our country's future.

And that's good for me, it's good for you. It's good for all Nigerians.

A good way to ladder up the benefits of GM. When "good for us" means good for all the people of the country.

Explaining our active choice: example Copy

We're producing crops that can withstand drought
That offer security from the threat of insects and climate change
That need fewer chemical pesticides to thrive
We're growing a secure future
We're sowing fields full of life-giving plants
Bursting with plentiful, nutritious food
That will fill our bellies and care for our children
We're growing a healthier future
Our vibrant farms and markets are creating prosperity
Giving our people more choices
And the opportunity to choose a better life
For themselves, their family and their community
This is how we're Growing our Future

This kind of argument works well when there is more time or space to make the case for choosing GM.

Explaining the active choice: example radio ad



Farmer 1: Look at your fields! Your crops are thriving.

Farmer 2: My yield could be up by 50% this year.

Farmer 1: What's your secret? Are you spraying more pesticides?

Farmer 2: No, my friend, I planted an GM (adaptable) seed – it is more resistant to insects

Farmer 1: One of these modified seeds? I don't like the idea

Farmer 2: Last year, I lost half my crop to pests. We were hungry.

Farmer 1: I hear you...but nature is harsh

Farmer 2: It doesn't have to be! This harvest will feed my family well and my son can go to school

MVO: Growing adaptable crops can help you care for your family

Farmer 2: That's good for me.

This kind of role play is a simple way to explain why some farmers choose GM and to make others feel like it is okay to change their mind.

Example reply to skeptics: GM is our active choice

It's a simple choice. We grow crops that can survive insects and drought. Or we grow crops that can't.

We protect the food that sustains our loved ones and communities. Or we struggle to survive.

We care for our land and use it to cultivate prosperity. Or we watch our natural birthright wither away.

Lofty arguments about breeding methods must not distract us from what GM crops can do for ordinary people.

These plants can help us look after ourselves – any caring person would make the right choice for our country.

If we embrace an agriculture based on caring values that puts the good of our people first, we can be the generation that takes our people's health, wealth and happiness into our own hands.

This is our chance to raise our voices and ask for what we want.

Let's remember why we grow – because it's good for us.

Language like this works well if and when someone is asked to explain their choice or if they are questioned whether it really is their choice.

**SHOW THE CARE AND COMPASSION
BEHIND**

“GM IS GOOD FOR US”

Care and Compassion

✓ DO

Show that everyday people's motivation for embracing GM is their **care and concern for their families and communities.**

Convey that **people who care about people** support GM. Feature stories of successful local communities and give voice to community influencers.

Show **local people helping to develop and distribute** GM crops because they want to **help others.**



Home



@MOMofTHREE

'So proud of my daughter!! She always wanted to help people, and now she's helping our farmers grow enough healthy food for all Kenyans thanks to GMO.



THAT wonderful woman the world should take note and follow her



4



Care and Compassion

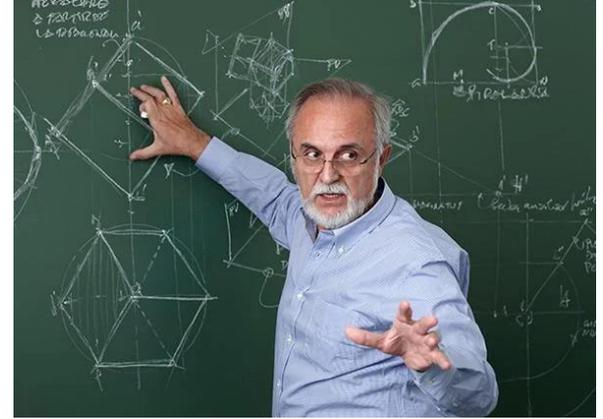
X DON'T

Make the scientific case for GM while **not making it clear what the speakers' or advocates' real motives or interests are** - and whether they are really aligned with those of everyday people.

Focus on **facts and figures** rather than emotions or language that conveys compassionate motivation.

Depend on **expertise** to give an advocate credibility without establishing their motives

Fail to counter suspicions that motives are self-interested or profit-driven.



Care and Compassion: example communication



Language like this helps to highlight the links between healthy crops and healthy food and emphasises how GM benefits the health of everyday people.

Care and Compassion: example communication



Care and Compassion: example communication



Language like this works well in more colloquial contexts. It's not as flexible as the core message but is punchy and memorable.

Care and Compassion: example communication



THIS CROP IS GM.



**THIS FARM IS
BUILT BY GM.**



**THIS COUNTRY
FED BY GM.**

This is a good way to ladder the benefits of GM. Showing that it is good for 'us' the farmers as well as 'us' the people of this country.

Care and Compassion: example communication



The image shows a screenshot of a Twitter home feed. On the left is a vertical navigation bar with icons for home, search, notifications, messages, bookmarks, lists, profile, and a plus sign for more options. The main content area shows a tweet from user @mambolade. The tweet text reads: "Now that crops are healthier, my family are healthier too. #GMGoodForUs". Below the text is a photograph of a woman in a white shirt and a colorful headscarf serving food from a large bowl onto a plate. She is surrounded by four other people (three men and one woman) who are smiling and looking at the food. The table is set with various dishes, including what appears to be injera, and several bottles of beverages. The background shows indoor plants and a wooden cross on the wall.

Home

@mambolade

Now that crops are healthier, my family are healthier too.
#GMGoodForUs

4

Care and Compassion: example communication



Where possible, it's good to use imagery and wording that is emphatic about the potential of GM

Care and Compassion: example communication

Friend Name
Today at 19:33 · 🌐

Thanks to GM I'm growing bigger, healthier more nutritious crops.



FEWER PESTICIDES FOR GOOD

Like Comment Share

👍👎👤 1,035

Write something...

Friend Name
Today at 19:33 · 🌐

Thanks to GM, there are less pesticides in the food my kids eat.



LET'S SECURE OUR FOOD. FOR OUR CHILDREN'S GOOD.

Like Comment Share

👍👎👤 1,035

Write something...

Your Profile

I don't just want to feed my family. I want us to feed every family in Kenya. GM makes that possible.



LET'S GROW SOMETHING FOR ALL OUR FAMILIES

Like Comment Share

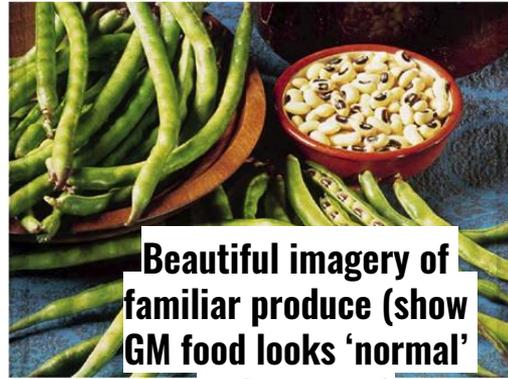
👍👎👤 1,035

Write something...

Care and Compassion: example imagery



Favourite local dishes made with GM food



Beautiful imagery of familiar produce (show GM food looks 'normal' and enticing)



People enjoying the GM crops



Everyday farms, homes, markets

Abundant food in markets and on dinner tables

Everyday people enjoying plentiful, nutritious food

Example reply to skeptics: GM is care and compassion

Ordinary Kenyans embrace GM crops because they see them for what they are.

When we see the old crops torn apart by parasites, crushed by rot, strangled by drought - as inedible or unviable as dust - and then we see GM crops growing strong and healthy, we know which one a compassionate person would want for their own country.

That is why we welcome GM crops. Because people who care about our country see the good that it can do for us.

We are the mothers of Kenya who want our families to have plenty to eat, whatever the future brings.

We are the farmers of Kenya who want to prosper by growing as much as we can for this nation.

We are every Kenyan who wants to protect our people by protecting our environment and biodiversity.

We welcome GM because in 2020, there is still not enough nutritious food for all our people to be healthy. And we know that with GM, there can be.

We know GM can prevent our crops from dying. Protect crops from parasites and disease.

Some people want to debate fine details of breeding methods.

But we are the quiet majority who put the good of our country, our communities and our families first, so for us the answer is clear.

The verdict is in – GM is good for us.

This is a good way to meet criticism – draw on the lived experiences of everyday people and farmers – show that they choose GM for all the right reasons.

Example reply to skeptics: Those who care support GM



Grandma: Eat your vegetables

Kid: But I don't like them, grandma.

Grandma: You know, when I was a girl, we often didn't have enough food to eat.

Kid: I don't believe you!

Grandma: It's true. Insects ate our crops in the fields.

Kid: Why?

Grandma: Some people thought pest-resistant crops were bad for us and didn't want us to grow them.

Kid: Worse than being hungry?

Grandma: The people who didn't want us to grow them, didn't know what it was to go hungry.

Kid: That's just silly!

Grandma: Yes, my girl. Now we know better.

MVO: Pest-resist crops can help us build a sustainable future. That's good for all of us.

This kind of role play is a simple way to make the case for how GM is in the interests of everyday families.



Summary

STRATEGIC SUMMARY

DISPLACE NEGATIVE NARRATIVE

PUSHED BY OUTSIDERS & POWERFUL

MOTIVATED BY PROFIT

UPSTREAM PROCESS (GM)

CROPS THAT 'AREN'T BAD FOR YOU'

IN THE INTERESTS OF THE FEW

CROPS IN HANDS OF SCIENTISTS

SETTING: LAB, CONFERENCE ROOM

AMPLIFY POSITIVE NARRATIVE

WANTED BY EVERYDAY PEOPLE & FARMERS

MOTIVATED BY CARE

DOWNSTREAM BENEFIT (PEST RESISTANT)

DELICIOUS, HEALTHY FOOD

A PROGRESSIVE GRASSROOTS MOVEMENT

CROPS IN THE HANDS OF FARMERS

SETTING: FARM, DINNER TABLE

OUR NARRATIVE

The story behind all of our communications.
Not language we communicate.

Everyday people and farmers

actively choose GM crops for their families and communities,

out of care and compassion

because they know GM lets us care for us.



OUR CORE MESSAGE:

The simplest expression of our message.
This is how we communicate the narrative to audiences.

“GM IS GOOD
FOR US”

WHEN CREATING COMMS

Protagonists should be EVERYDAY PEOPLE AND FARMERS



You should...

Use the first person plural:
We, us, our, let's...

Show **everyday settings**
(farm, home).

Localise names and other details
so they feel like 'one of us'

You could say...

"Let's grow something for our families."

"Stronger crops are good for us."

"We are growing self-sufficiency with GM."

Show their ACTIVE CHOICE to support GM for their families and communities



You should...

Share stories of ordinary people exercising their **autonomy** to make an **independent choice** to favour GM.

Amplify the voices of **farmers** demanding the **opportunity** to grow GM crops.

You could say...

'I choose health. I choose GM.'

'We want to grow our prosperity.'

'I choose what's best for my kids. That's why I choose GM.'

WHEN CREATING COMMS

Show their motivation is CARE AND COMPASSION...



You should...

Convey that **people who care about people support GM.**

Show **local people helping to develop and distribute GM crops** because they want to help others

You could say...

'Healthy crops, healthy food, healthy lives.'

"Now that crops are healthier, my family are healthier too."

'People who care about people support GM.'

...because they see that GM IS GOOD FOR US



You should...

Highlight the different benefits of GM: economic, health, environment, prosperity.

Show the **abundant, delicious, nutritious food** GM helps everyday people enjoy

You could say...

'Better harvests are good for us.'

'Fewer pesticides are good for us.'

'Stronger crops help us to protect our communities.'

'We're growing a healthier future with GM.'

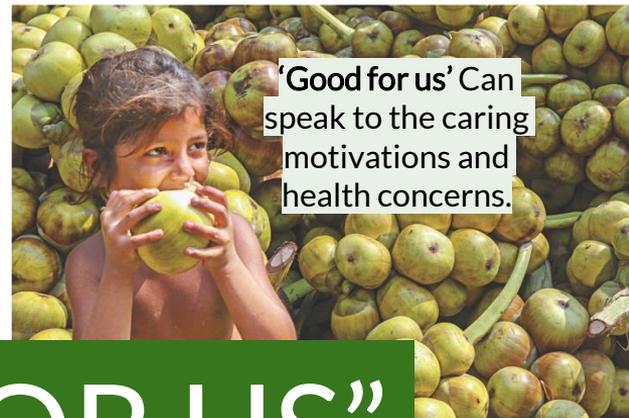
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Farmers and ordinary people choosing GM for their own interests.



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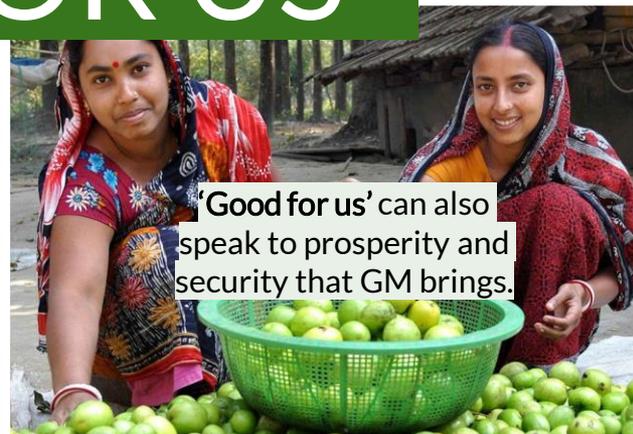
“GM IS GOOD FOR US”



Enabling force:
Frames GM as the catalyst that unlocks the potential of the community.



Benefits focus: Emphasis is on the good it does for people, not how it's made.



'Good for us' can also speak to prosperity and security that GM brings.

Final thought.

Food on the table is good for us... and our families

Fewer chemical pesticides are good for us... and our environment

Higher yields are good for us... and our country

Life without the feat of drought or famine is good for us ... and our neighbours

Nutritious meals are good for us... and our children

The power to choose what we grow is good for us... and our self-respect

So when they ask us 'What do you think of GM crops?'

We say 'Good for us.'

THANK YOU