

BLP 2014 SCHEDULE

DRAFT – March 28 2014

Sunday, June 15 – Tuesday, June 17, 2014 | University of Florida

June 15 Independent Science, Expertise and a New Frontier in Communications

3:00 – 5:00 Informal arrival window
 5:00 Cocktail reception / Welcome / Dinner
 7:30 Journalists' panel session: 'What's the communication challenge?'

June 16 Deconstructing the Frontline

8:00 Breakfast
 8:15 – 9:00 Attendees introduce himself/herself and explains why he/she came
 9:00 – 9:30 Introduction: challenges/myths/science / 10-minute anti-GMO film
 9:30 – 10:15 Understanding the Advocacy Environment Intro
 10:30 – 11:15 5 arguments against GMOs
 11:15– 12:00 Reframing the Debate: 5 arguments for GMOs
 12:00 – 1:15 Lunch & Keynote: Robin Bisson, Science Media Centre UK
 1:15 – 2:00 The Power of the Myth in the Media: a case study of Farmer Suicides and Vandana Shiva
 2:00 – 5:00 Claiming your E-Real Estate and Social Media / Training / breakout sessions
 Evening Cocktails / Dinner
 Panel: Risk and Science-Why people are skeptical of biotechnology?

June 17 Moving Forward, Taking Action

8:00 Breakfast
 8:30 – 9:30 Building Trust in Science and the Science of Agriculture (working title)
 9:30 – 10:15 'Chasing' the media; techniques for interacting with press; how to create a narrative
 10:15 – 11:15 Biotech 2.0: Innovative Biotech Products
 11:15 – 12:00 Regulatory Issues/Testifying before State Legislatures
 12:00 – 1:00 Lunch: Panel - GMO & trade challenges
 1:00 – 2:00 Art of the debate: Mock debate
 Delegates depart

June 18th Communications Training Session (optional for delegates)

9:00 – noon Open session on communicating science / Hosted by Kevin Folta

PhD students/Post-docs (confirmed)

- Priscila Candal (PhD student Nutritional Science, Iowa State University)
- Rebecca Harrison (Senior, Cornell University)
- Scott Stepflug (PhD candidate, Agronomy, University of Wisconsin)
- Lisa Kanizay (Post Doc, Wayne Parrott's lab, University of Georgia)
- Jake Bova (PhD candidate, avid blogger, Virginia Tech)
- Caroline Coatney (PhD candidate, Wayne Parrott's Lab, University of Georgia)



**Biotechnology Literacy Project, Risk and the Future of Food:
How Can Scientists Best Engage the GMO Debate with a Skeptical Public?**
University of Florida, Gainesville | June 15 – 17, 2014

BLP Faculty

- Jon Entine (journalist/author; Executive Director; fellow at the Center for Health & Risk Communication at George Mason University)
- Kevin Folta (Chair, Horticultural Sciences, University of Florida)
- Cami Ryan (Researcher/Public speaker/communicator, College of Agriculture and Bioresources, University of Saskatchewan, Canada)
- Bruce Chassy (Professor Emeritus, Department of Food Science and Human Nutrition, University of Illinois at Urbana-Champaign)
- Val Giddings (Senior Fellow, Information Technology and Innovation Foundation)
- Karl Haro von Hogel (Candidate in Plant Breeding and Plant Genetics at UW-Madison, Co-Director of Biology Fortified)
- Tamar Haspel (journalist, Washington Post)
- David Ropeik (consultant and author, expert of risk perception/comm)
- Randy Krotz (Executive Director, United States Farmers and Ranchers Alliance)
- Ron Stotish (Executive Director, President and Chief Executive Officer, AquaBounty (AquaAdvantage Salmon)
- Jennifer Armen (Director of Marketing and Sales, Okanagan Specialty Fruits (Arctic Apple)
- USDA/USAID/State department (TBD)

Participants:

Scientists (confirmed)

- Meghan Wulster-Radcliffe (PhD, Executive, American Society of Animal Science)
- Wayne Loescher (Department of Horticulture, Michigan State University)
- Maha Arujanan (Malaysia Biotech Information Centre)
- Ania Wieczorek (Department of Tropical Plant and Soil Sciences/Biotech Educator, University of Hawaii)
- Robert Wager (Biology Department, Vancouver Island University)
- William Powell (Department of Environmental and Forestry Biology, SUNY)
- Andrew Kniss (Assistant Professor, Weed Biology and Ecology, University of Wyoming)
- Denneal Jamison-McClung (biotechnology comm and outreach, UCDavis)
- Curt Hannah (Research Foundation Professor, Horticultural Sciences, University of Florida)
- Peter Davies (Plant Genetics/Biology, Cornell) (TENTATIVE)
- Ron Herring (Professor, Department of Government, Cornell)
- Ruth MacDonald (Professor and Chair, Human Nutrition and food science, Iowa State University)
- Robert Stupar (Assistant Professor, Dept of Agronomy & Plant Genetics, University of Minnesota)
- Foreign scientists/policy makers (5)

Project's Jon Entine, Discover's Keith Kloor, David Ropeik, formerly of the Harvard Center for Risk Analysis and Washington Post columnist Tamar Haspel, among others.

The BLP also welcomes the inclusion of a panel of U.S. government experts from USDA, Department of State and USAID to share international relations and trade perspectives to the participants as well as a small contingent of policy makers and scientists from Europe, Latin America, Africa and Asia the developing world where the 'battle over GMOs' rages. These government experts can participate in the training, provide their regional perspectives, and offer feedback to the BLP faculty as we tailor this program for audiences outside of North America.

All participants will be provided broad communications and communication skills training and hear from experts on the socio-political landscapes influencing public attitudes and commercial strategies associated with agricultural and food biotechnology. Participants will be provided both training and hands on assistance in developing the tools and support resources necessary to effectively engage the media and appear as experts in legislative and local government hearings, and other policy making and related outreach opportunities. Participants will be given access to ongoing support via online tools and expert networking connections. The BLP faculty and staff will work with participants on individualized outreach plans that include staff-supported support and response activities through public events, publishing and media engagements.

Interested candidates should contact:

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Biotechnology Literacy Project, Risk and the Future of Food:

How Can Scientists Best Engage the GMO Debate with a Skeptical Public?

University of Florida, Gainesville | June 15 – 17, 2014

When it comes to views on food and agricultural biotechnology, the public is divided. And because food is such a visceral issue, people are easily swayed by emotional appeals and scare campaigns. What can be done to address legitimate concerns, and raise the scientific literacy of the public and media?

Independent scientists, who the public holds in great esteem, can play a unique role in reframing the food safety and GMO debate to focus on science but also connect emotionally with sceptical parents concerned about their children's health and broader environmental issues. However, scientists and other credible influencers typically lack resources, support, networking and the training necessary to engage in the discussion.

The **Biotechnology Literacy Project (BLP)** is dedicated to helping scientists and journalists work together to bring science to the public in a way that is accessible and persuasive. The Genetic Literacy Project, affiliated with George Mason University, and Academics Review, a 501c3 independent non-profit organization, are working in partnership with the University of Florida to bring together academics, policy makers, farmers and scientists interested in improving the quality and accuracy of public dialogue on issues associated with agricultural biotechnology. This program will be initiated via a pilot training "boot camp" with a select group of participants on June 15-17, 2014 at the University of Florida in Gainesville.

The focus of this pilot boot camp will be on North American challenges and stakeholders but it will also reflect the global nature of agricultural biotechnology issues management and influencers. The June event will provide a foundation for ongoing support, future training programs, network expansion and sustainability internationally as we seek to extend and grow independent voices.

Participants will be drawn from various disciplines including plant and animal genetics, entomology, plant pathology, food science nutrition, organic farming and intersecting disciplines. The BLP faculty will include internationally known scientists such as Kevin Folta, Val Giddings, Bruce Chassy and Karl Haro von Mogel; social media expert Jay Byrne; the US Farmers and Ranchers Association; representatives from AquaBounty and Arctic Apple; Robin Bisson from the UK Science Media Centre, and prominent journalists including the Genetic Literacy