From:	Bruce Chassy
To:	Long, Stephen P; Moose, Stephen Patrick
Subject:	A Proposal
Date:	Saturday, January 30, 2016 2:35:21 PM
Attachments:	Biotech literacy conference at PSU final.docx BLP II agenda outline 4-28-2015.doc Detailed agenda - Biotech literacy conference at OSU 8-18-15.docx

---

Steve(s),

Steve Moose will know that over the last two years I, along with Jay Byrne at V-fluence and Jon Entine at the Genetic Literacy Project, have organized workshops intended to help communication about modern biotechnology. We call these workshops Biotech Bootcamps or the Biotech Literacy Project. Steve Moose attended BLP-I in Gainesville in 2014. BLP-II was held at UC-Davis in June 2015. Both were well-attended and received high marks from participants. I have attached a draft agenda for the Davis meeting.

In 2015 we introduced the Mini-Bootcamp into the mix. The mini-bootcamp is a one-day event that is focused on a single campus. The primary audience will be faculty and extension specialists who need or want to communicate about ag biotech. As you will see in the attached agendas from our first two mini-bootcamps the programs draw on campus faculty more heavily and are more focused on specific issues that are important in the region. Draft agendas for our very successful Penn State and Oregon State meetings are attached.

Our role for the BLP 3-day workshop is to help develop the program, to participate as speakers, and to handle as much of the management and administrative detail as is possible. The hosts' role is primarily in helping shape the program, recruit local speakers, and identifying facilities and services. The BLP is a big project so we actually hire an event manager. The mini-BLP is much easier since little travel and not many logistics are required. Basically we need a program, some speakers, a room with a projector and a free lunch.

The 3-day bootcamp is relatively expensive since we pay everyone's travel and lodging as well as honoraria. Participants received $250 and presenters as much as $2500 (journalists aren't inexpensive). In the past we have been able to support on-campus expenses such as meals, local transportation, and A/V services. I need to be clear up-front that our support comes from BIO, USDA, State-USAID, and some foundation money so industry is indirectly a sponsor. We are 100% transparent about sponsorship.

As you have surmised by now, this e-mail is to explore your level of interest in helping the BLP come to Champaign-Urbana in 2015 or 2016 and/or if you would be interested in helping to host a mini-bootcamp in late Spring or Summer of 2016. U of I would be a great venue for either or both of these meetings.

If you have any questions e-mail me or call at [redacted]. Please do get back to me after you've discussed this since we want to get our schedule for 2016 set as soon as we can. If there is someone else to whom you think I should have addressed this proposal, let me know that.

Hope all is well for both of you

Best Regards

Bruce

Bruce M. Chassy, PhD
Professor Emeritus
University of Illinois at Urbana-Champaign

GMO Crops and Food: Science and Communication Literacy
Room 109, Penn Stater Hotel
1 October 2015

The goal of this one day workshop at Penn State University is to provide extension staff, faculty, professionals, and students in the food, health, natural resources, and agricultural fields training about crop and animal biotechnology issues. This includes background in science, legal, and communication dimensions to help them to more effectively engage with the public and teach others. The instructors are scientists and journalists with extensive knowledge and experience in the area.

Rationale: While many types of transgenic crops provide measurable advantages to farmers and tremendous potential for future advances, most consumers do not understand the technology and why it is used. They also don't appreciate the benefits, risks, uses, and misuses of the technology compared to other types of genetic modification. Fearful narratives on activist websites and by competitive marketing interests are highly influential, and prompt those without a firm opinion to adopt "cautious" food choices that limit producers' options to adopt these technologies. Negative rhetoric also frequently targets academic researchers that are engaged in educating the public about agricultural technology, creating an uncomfortable environment that discourages students and new scholars from work in the area.

The media, including progressive and traditional outlets, have begun reporting the debate with more nuance—which aligns with the goals of scientists and responsible professionals who seek to provide a rational, balanced view of GMOs and their roles. This workshop is designed to further elevate this trend by fostering more effective, responsible, and credible engagement with the academic, NGO, legislative, and journalist communities.

The workshop is sponsored by the Penn State College of Agricultural Sciences and Academics Review.

Academics Review is an independent 501C3 non-profit organization. Academics Review was founded by two independent professors of food-related microbiology, nutritional, and safety issues on opposite ends of the planet: in rural central Illinois, and in urban Melbourne, Australia. Bruce M. Chassy, Ph.D., and David Tribe, Ph.D., are two of the most widely recognized experts in the world on how plants grow, and the resulting effects plants, as foods, can have on human health.

Academics Review does not solicit or accept funds from any source for specific research or any other activities associated with any products, services or industry. Academics Review only accepts unrestricted donations from non-corporate sources to support its work.

Schedule

Presenters

Jon Entine, Biotechnology journalist, Genetic Literacy Project, University of California at Davis
Bruce Chassy, Food Scientist, Professor Emeritus, University of Illinois
Jay Byrne, Food and Agriculture Communications Specialist
Troy Ott, Professor of Animal Science, Penn State
Rick Roush, Dean, College of Agricultural Sciences, Penn State

8:15 Welcome: Workshop structure and intent (Roush/Chassy/Entine-moderating)

- Goals for workshop (Roush)
- Land grant mission, interaction with 'industry' (Roush)
- Logistics (Roush)
- Sources of support for workshop (Roush)
- Outlining the key issues for the public engagement on food, farming and biotechnology (Chassy)
    - The need/challenge
    - Biotechnology – one of many tools
    - Appropriate and responsible development, use and regulation
    - Challenges and sources of challenges for acceptance
    - Roles and skills for effective science and policy participants
    - Beyond the boot camp – staying engaged in a process of ongoing education and skills improvement

8:45 Introduction to the Biotechnology Issues Challenge (Ott)

- Future of Food: agricultural systems & human challenges
- What is biotech?
- GMOs vs. conventional (mutagenesis and other practices) vs. organic
- Approved GMOs and their use and distribution globally
- New GMOs and new breeding techniques (e.g., gene editing)

9:30 Entine facilitate brief on topic Q&A

9:45 GMO Crops: Agricultural and environmental impacts (Roush)

- Pesticide impacts and safety, greenhouse gases, profitability, sustainability
- Risk assessment from Europe: "GM crop as safe as crops grown conventionally"
- Integration and co-existence across large and small-scale agriculture, organics
- Pest and weed resistance management, US and global

10:15 Entine facilitated brief on topic Q&A

10:30 Break

10:45 Goliath vs. Goliath: Understanding the media and marketing environment (Chassy/Byrne/Entine)

- Organic marketing issues
- GMO free labeling politics
- Who is advocating and communicating about GMOs, and why
- What's the financial support for the mainstream food industry vs. organic industry
- Role of social media and traditional media in shaping public opinion

11:45 Q&A and charge to audience to discuss further at lunch with opportunity to follow up after lunch as next session will include over-lapping elements

12:00 LUNCH

1:00 Issues, problems, perceptions, and myths (Chassy/Entine/Roush)

- Can GMOs (or organics) alone 'feed the world' - Chassy
- Are GMOs safe? Allegenicity, autism, and cancer – Chassy
- Do GMOs result in increased use of agro-chemicals? – Chassy
- GMOs and farmer suicides – Chassy
- Does Monsanto (corporations) control the world food supply and patent issues? - Entine
- GMO labeling issues – Entine
- Do GMOs "contaminate" organic crops - Roush
- GMOs, birds and bees: The status of pollinators – Roush

2:15 BREAK

2:30 GMOs, risk perception and communication skills (Byrne/ Chassy/Entine)

- How the public perceives risk and GMOs – Byrne
- Effective science advocacy – Byrne/ Chassy
- Connecting emotionally – Byrne/ Chassy
- Communication language – Byrne/ Chassy
- Glyphosate (Roundup) as centerpiece example of understanding risk - Chassy
- The societal challenge of risk related issues in a technophobic world - Entine
- Finding common ground between public, journalists, and scientists – Chassy/Entine
-

3:45 Communication resources (Chassy/Entine)

- Social media and web-based resources
- Introduction to Bonus Eventus, explain and sign up (if appropriate)
- Useful communication materials for participants (PPT slides and other resources)

4:00 GMOs and political status in Pennsylvania and New York (Roush)

- Statewide labeling proposals
- GMO insect trials in New York

4:30 Putting it all together: Audience facilitate Q&A (Roush/Entine)

5:00 End (guests encourage to continue discussions)

Biotechnology Literacy Project (BLP) Boot camp 2015 AGENDA
University of California-Davis

May 31, SUN	**FUTURE OF FOOD**
	Venue: Hyatt Place Hotel
2-5p	**Young scientists:** Overseen by Anastasia Bodnar/Denneal Jamison
6:00p	**Cocktails**
6:45p	**Welcome greeting World Food Center:** Roger Beachy
7:00p	**Buffet dinner**
7:30p	**Journalists Roundtable/Media/social media overview:** Kevin Folta (moderator), Brooke Borel, Hank Campbell, Keith Kloor, Razib Khan
June 1, MON	**FUTURE OF FOOD**
	Venue: Mondavi Center
8:00-8:10a	**Problems/Challenges:** Pamela Ronald
8:10-9:00	**Overview:** Jay Byrne & Q&A
9:00-10:00	**Organic foods, marketing and labeling:** Bruce Chassy, Dave Tribe
Break	
10:15-11:15	**GMOs and Chemicals**: Hank Campbell (moderator), Dave Stone, Brandon McFadden
11:15-12:30	**GMOs and Corporations:** Keith Kloor (moderator), David Zilberman, James McWilliams, Kevin Folta, Tim Pastoor, Cami Ryan
12:30	**Buffet Lunch**
12:45	**Lunch discussion: GMOs and Food Fears:** Christine Bruhn (moderator), Amber Pankonin, Sylvia Melendez Klinger
1:45-3:00	**GMOs and Sustainability?** Nathaneal Johnson (moderator), Raoul Adamchuk, Rob Walbridge (possible), Dave Walton, Rosamond Naylor
3:30-3:45	**Bees and butterflies:** Jon Entine (moderator), Cynthia Scott Dupree, Randy Oliver, Tim Pastoor

Break	
4:00-5:30	**New GM Products**: Jon Entine (moderator), Simplot, Scotts Miracle Gro, AquaBounty, Bill Powell
6:45	**Cocktails/dinner**
8:00	**Dinner Discussion: FOI Challenges:** Bruce Chassy (moderator), Keith Kloor, Kevin Folta, Joanna Sax, Guy Cardineau
June 2, TUE	**COMMUNICATION WORKSHOP**
	Venue: Mondavi Center
8:00-9:15	**Media Skills/How Scientists Learned to Stop Worrying and Love the News and Social Media**: Jay Byrne, Tim Pastoor
9:15-10:45	**Risk and Media:** David Ropeik (moderator), Jennifer Kuzma, Hank Campbell, James McWilliams
Break	
11:00-12:30	**Connecting with Skeptical Audiences:** Emily McManus (TED), Pamela Ronald, Nathanael Johnson, Alison Van Eenennaam
12:30	**BUS/FARM VISIT/PICNIC LUNCH/ Buffet Lunch (Snacks provided by Patrick Brown/Impossible Foods)**
	Animal biotech: Future & Safety/UC-Davis GM goat farm visit, plus presentations: James Murray, Alison Van Eenennaam, Mark Westhusin
3:00-4:30	**GMO 2.O? Impact of New Breeding Techniques on Regulation and Policy:** Razib Khan (moderator), Peggy Lemeaux, Michael Udvardi**,** John Stier, Guy Cardineau
4:30-5:30	**Reviewing Highlights of Conference:** Alison Van Eenennaam (moderator), Keith Kloor, Hank Campbell, David Ropeik, Razib Khan
6:45	**Cocktails/Dinner**
8:00	**GROUP DISCUSSION: Will the Constructive Discussion on GMOs and Technology Broaden to Include the Environmental Community?** Brooke Borel, David Cleary, David Ropeik
June 3, WED	**GLOBAL FOOD SECURITY**
	Venue: Mondavi Center
8:00	**Breakfast-** Possible discussion of how to address GMO debate in the moment
8:30-9:45	**Global scientists engagement TBA**
Break	

10:15-11:30	**Student Breakout Sessions: What was learned:** Anastasia Bodnar/Denneal Jamison
1:00-6:00	**PUBLIC CONFERENCE: Institute for Food and Agricultural Literacy** **Venue: Mondavi Center**

GMO Crops and Food: Science and Communication Literacy

Kearny Hall 112, Oregon State University

17 September 2015

The goal of this one-day workshop at Oregon State University is to provide extension agents, faculty, professionals and students in food, health, natural resources, and agriculture basic knowledge about GMO technology and communication. This includes background in science, issues, and communication methods to help them to more effectively engage with the public and teach others. The instructors will be scientists and journalists with extensive knowledge and experience in the area.

Rationale: The world faces tremendous challenges in sustainably producing food and energy of adequate quantity, quality, and affordability. Meeting these challenges will require the use of many types of tools and technologies. Transgenic crops have been shown to provide measurable advantages to millions of farmers around the world, and the science on which they are based hold tremendous potential for future advances. However, most consumers do not understand the technology and why it is used. They also don't appreciate the benefits, risks, uses, and misuses of the technology compared to other types of genetic modification. There are also diverse ideologies and market interests that provide contrasting messages about the value and safety of transgenic technology, confusing professionals and consumers.

The media, including progressive and traditional outlets, have begun reporting the debate with more nuance—which aligns with the goals of scientists and responsible professionals who seek to provide a rational, balanced view of GMOs and their roles. This workshop is designed to further elevate this trend by fostering more effective, responsible, and credible engagement with the academic, NGO, legislative, and journalist communities.

Please register here.

For additional information, please contact:

Dave Stone, Dave.Stone@oregonstate.edu

or

Steve Strauss, Steve.Strauss@oregonstate.edu

Detailed Schedule

8:30 Welcome: Workshop structure and intent (Chassy/Stone/Strauss)

- Sources of support for workshop
- Nature of engagement: Land grant mission, interaction with industry
- Goals and sideboards for workshop
- Logistics

8:45 Future of food and agricultural systems (Entine/Chassy)

- Population, malnutrition and the challenges ahead
- Diversity of agricultural systems, scales, and technologies
- Agroecology and (GMO free) organic certification: Benefits and limits
- GMOs as tools with diverse applications, benefits, and risks

9:15 Basic science background (Strauss)

- History of plant breeding and domestication
- Definitions of biotech and GMOs
- GMOs vs. conventional plant breeding
- Approved GMOs and their extent in the world
- New GMOs in the pipeline

10:00 BREAK

10:30 Case study I: Herbicide and pest tolerant crops (Stone/Chassy)

- What is the nature of the herbicide and pest tolerance traits in wide use
- Hazard vs. risk: Primer on toxicology
- Importance of dose
- Food and chemical safety assessment
- Roundup and IARC determination
- Safety assessment of new herbicide tolerant crops
- Herbicide resistant weed development/management

11:30 Understanding the media and marketing environment (Byrne)

- Who controls the food supply
- Who is advocating and communicating about GMOs, and why
- Sources of funding and efforts in GMO communications.
- Role of social media and traditional media in shaping public opinion

12:00 LUNCH

1:00 Case study II: GMO "wheatgate" in Oregon (Strauss/Mallory-Smith)

- Discovery and analysis of illegal GMO wheat
- Related case of GMO bentgrass in Oregon
- Genetic drift and biocontainment principles
- Regulatory and legal environment
- Market/financial repercussions
- Broader issues of unintended gene movement: Research, patents, and lawsuits

2:00 GMOs, risk perception, and communication skills (Stone)

- How the public perceives risk and GMOs
- Effective science advocacy
- Connecting emotionally
- Communication language
- Finding common ground between public, journalists, and scientists

2:45 Social media and communication resources (Byrne)

- Social media and web-based resources about science, issues and myths
- Introduction to Bonus Eventus, explain and sign up (if appropriate)
- Useful communication materials for participants (PPT slides and other resources)

3:15 BREAK

3:45 GMOs and legislative/political activities in Oregon (Dahlman)

- Statewide labeling proposal
- County level ballot initiatives
- Contemporary/expected legislative initiatives

4:15 Putting it all together: A panel with perspectives from professionals, followed by open discussion

- Agroecologist
- Conventional plant breeder
- International biotechnologist
- Food systems anthropologist
- Corporate representative
- Agricultural administrator

5:15 Attendee survey of meeting structure and content (Strauss/Stone)

5:30 Meeting concludes

Expected presenters

Jon Entine, Biotechnology journalist, Organizer of Biotechnology Literacy Project
Bruce Chassy, Food Scientist, Professor Emeritus, University of Illinois
Jay Byrne, Biotechnology Communications Specialist
Dave Stone, College of Agricultural Sciences, Oregon State University
Steve Strauss, College of Forestry, Oregon State University
Scott Dahlman, Executive Director, Oregonians for Food and Shelter
Panel discussants with diverse science and public views (in development)