

Ag biotech's new secret weapon: Moms

The following is an edited excerpt.

Betsie Estes is a mother of two young kids who lives in suburban Chicago. Last week, Estes was in the audience at BIO, the annual biotechnology industry conference in Chicago.

After the gathering, Estes jotted a few thoughts on her blog

“There’s a pervasive thought that the people who are anti-GMO are operating from a purely altruistic place,” she wrote. “But make no mistake, just as there is big money in biotech, there is big money in opposing the technology. Entire brands, both corporate and personal, have been developed around the concept that GM foods are bad.”

That’s the kind of message the industry wants to hear — and it’s the Betsie Estes of the “momosphere” who are, increasingly, being invited to convey it.

View the original article here: [PR push by ag and biotech industries has a secret weapon: Moms](#)