

## How to win people's hearts and minds for GE farming

*The following is an edited excerpt.*

In a carefully crafted speech, UK environment minister Owen Paterson announced that the government would be leading “a more informed discussion” on genetically modified (GM) crops and that he was “conscious of the views of those who have concerns and who need reassurance on this matter”.

His remarks signal that the UK wants to build support for GM crops despite there being an effective moratorium on their use in Europe. But no matter how well framed the messages might be from political leaders, other engagement strategies and voices are needed if it is to succeed.

A recent British Science Association survey suggests that when prompted to consider the benefits to human health and the environment, a strong majority of the British public are supportive of GM crops. But when asked more generally, roughly 40 per cent remain uncertain about risks and benefits.

**Read the complete story here: [How to win people's hearts and minds for GM farming](#)**