

U.S. agriculture can change the GMO conversation

Despite the head start biotechnology opponents have, there's still plenty of opportunity for farmers, ranchers and the biotechnology industry to change the conversation about genetically modified organisms.

The key to making that change happen is an open and transparent dialogue with consumers, said Dr. Cathleen Enright, Biotechnology Industry Organization executive vice president, food and agriculture, to a workshop at the American Farm Bureau Federation's 95th Annual Convention

While the adoption of GM crops is on the rise around the world, so is consumer opposition in the U.S.

"More and more organizations are working to create fear, attack agriculture and malign biotechnology companies," Enright said.

And if the mandatory ballot labeling activity in more than 30 states in 2013 is any indication, the anti-GMO message is getting through. There are three components common to all these legislative efforts and ballot initiatives: they are framed as consumers' "right to know;" they exempted alcohol, dairy, meat and restaurant food; and they would allow lawsuits based on asserted non-compliance.

Read the full, original article: [U.S. agriculture can change the GMO conversation](#)