

Monsanto launches “\$hill Bucks” effort to sway GMO debate

The biotechnology industry, struggling to gain acceptance for their products, has looked at social media as a wild animal they’ve been unable to tame, until now. Monsanto, a giant corporation that sells genetically engineered seeds and low-calorie sweeteners, has launched a program called “\$hill Bucks.” This new social media-based incentive program, the industry believes, will allow them to regain control of public opinion, which according to online comment discussions, is entirely based on who wins comment thread arguments on the internet.

“It’s high time we started rewarding people who argue with our opposition online.” Cora Perate, Vice President of Monsanto’s New Media Programs, explained how the program works. “Our \$hill Bucks social media team members monitor comments threads in prominent articles on traditional and social media sites. When they see a \$hill in the comments, they debit the pseudo-currency into the \$hill’s account.”

April Fool’s!

Read the full, original article: [Controversial biotech outreach program gets mixed reception](#)