

Talking Biotech: Kevin Folta on how farmers can communicate science effectively

Agricultural professionals, scientists and farmers know their businesses and on-farm practices better than anyone. However, they don't tend to share their story in public space, allowing others (including unscrupulous hucksters and activists) to warp their reality.

How do we get the real experts excited about communicating about new technology, and how it is used on the farm? New innovations in crops and animals stand to improve productivity and quality of farm products, with benefits to farmers, the consumer and the environment.

This is the topic of Dr. Kevin Folta's presentation to the Florida Farm Bureau's Young Farmers and Ranchers Leadership Symposium in Naples, FL, July 18, 2015. An accompanying slide show is available at www.slideshare.net/kevinfolta. Please use it to talk to others, especially family, concerned friends, and people that need to understand the value of biotech innovations. FFBYFR2 Image not found or type unknown

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https://geneticliteracyproject.org/wp-content/uploads/2015/07/009_YFRS.mp3

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