

Jon Entine urges farmers to tell their stories, not let anti-GMO activists define narrative

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis.

Mainstream agriculture is under assault with the public's view of farmers being skewed by activist groups.

It was a passionate and forthright message from American guest speaker Jon Entine at the 2016 National Horticulture Convention on the Gold Coast in June . . .

The award-winning journalist and University of California Institute for Food and Agricultural Literacy senior fellow is the founder of the Genetic Literacy Project. . .

. . . .

He encouraged the audience to become spokespersons for their industries.

"Social media now sets the tone on how we perceive things. . . ." he said.

"I really urge you to think about framing the stories that you know are true, the sustainability benefits that you offer, the yield benefits, the productivity benefits, the concerns for world food and hunger issues- and communicate them directly.

"Actively go out and try to tell your story . . . through the media . . .

"Ultimately, if you do not tell your story, someone else is going to tell it for you and it's not going to go well."

. . . .

"Write from the perspective of a wife, a husband, a person- not a farmer. And don't disparage people who are critical of it," he said.

Read full, original post: [GMO advocate says growers should tell their stories](#)