

Monsanto's greatest challenge may be communication, not technology

The technology used to create genetically modified crops has gotten dramatically better over the last 30 years. . . .

But while the technology has become more advanced, public perception can't get much worse. In a recent [reputation ranking](#) of the 100 most visible companies in the US, Monsanto . . . landed in 96th place, sandwiched between companies like Goldman Sachs, BP, and Halliburton.

Robb Fraley, Monsanto's CTO, says this ongoing issue with gaining the public's approval is constantly on his mind.

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[As Modern Farmer points out](#), ongoing legislation around GMO labeling as well as corporate pledges from companies like Chipotle promising to ditch GMO food don't help Monsanto's case.

“ . . . We need world-class science to develop products . . . and we need to be excellent at communicating the benefits and our confidence in these products. It's something our industry hasn't done a great job of,” Fraley admits.

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When we [recently interviewed](#) Mary-Dell Chilton, a pioneer in the GMO field, she said as much.

“Everybody in this field is concerned about perception. I think that's going to be the main issue, not the technology. . . .,” said Chilton.

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: [This is the problem that keeps Monsanto's technology chief up at night](#)