

## By engaging with public, farmers can combat myths about GMOs, conventional farming

To be frank, production agriculture does not do a good job of communicating to consumers. . . .

This lack of consumer understanding of conventional agriculture is why the organic market has become so huge. . . .

The lack of communication. . . is also why there are ongoing battles over the use of GMOs in our food system. The average consumer doesn't know that GMO crops use less water and are more environmentally sustainable. . . .

. . . [T]his consumer thirst for knowledge isn't going away anytime soon especially since consumers are realizing they have the collective power to change the food system, for better or worse.

I commend the farmers and ranchers who are out there on social media or even at their local grocery store, telling their stories about their farm and practices. We need more folks like you, folks to shed light on the misconception of 'Big Ag' that many consumers have. . . .

However, we should embrace that thirst for knowledge and give consumers what they want more information about how their food is grown.

We've got to tell our stories more now than ever.

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: [National Farmers Market Week is celebrated](#)**