

## Could the end of Monsanto signal a new beginning for GMOs and crop science?

Putting Monsanto out of its misery could mean future debate about genetically-modified crops will be based on facts rather than emotion... Bayer's acquisition of ...Monsanto will likely mean...[Monsanto's] brand will slowly disappear.

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[The] anti-Monsanto backlash is the legacy of a company that chose to behave as if the collective rejection of its model didn't exist...

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Monsanto felt so confident about its science-based approach... that social optics were never really seriously considered... By having science on its side, the company seemed to believe there was no need to answer public concerns.

But adversaries of Monsanto's business model have successfully exploited the fact that trust actually has more currency than science. That's the golden rule when it comes to communicating about potential risk, and they ignored it.

Much too late, Monsanto recognized it had lost control over public perceptions and gaining social licence was impossible...

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Monsanto's end will be met with delight from many environmentalists. But now it's time for a rational conversation about biotechnologies.

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**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: [Burying Monsanto could give GMO science a new lease on life](#)**