

5 ways the food industry can earn consumer trust for gene-edited foods

[Editor's note: Charlie Arnot is CEO of the Center for Food Integrity.]

Trust research from The Center for Food Integrity shows us five keys to building consumer trust around gene editing technology, GMOs and all innovations adopted by the food system that make food healthier, and more affordable and accessible.

1. Focus on benefits that consumers care about. The potential is almost limitless. Whether it's reducing food waste through potatoes less likely to brown or preventing animal suffering by helping pigs become resistant to one of the deadliest swine diseases in the world, there is no question gene editing could make the world a better place.

2. Listen to consumers. I mean really listen: not with the intent to formulate a response, but rather with the intent to understand the real source of concern. So often we talk past each other, especially in an era of tribal communication.

3. Pull back the curtain. That which consumers can see and understand is far less scary than some mystery taking place inside innovation labs. Give those interested a front row seat through pictures, videos, tours and any other means that increase transparency and build trust.

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion, and analysis. Read full, original post: [GUEST ARTICLE: Can the food industry learn from the GMO story? Five ways to earn trust in gene editing](#)