

Viewpoint: 'Precision plant breeding' better describes crop biotechnology than misused 'GMO' term

[I]n agriculture we continue to use terms such as GMO, GE, GM, transgenic, CRISPR, TALEN, genome/gene editing and biotech crops. No wonder there is apprehension and confusion.

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GMO is now a widely recognized, often misused and misunderstood term. It's used extensively by media and marketers alike. We can't abandon it, but we can shift to clearer, all-encompassing terminology which covers all the latest advances.

No matter the type of plant breeding used over the last 10,000 years, the goal has always been the same – genetic improvement. Make the plants better – disease and insect resistant, improved qualities and yields. With newer technologies now available, the process has become extremely precise and efficient. "Precision plant breeding" covers it all in clear, concise and understandable language.

The term is a welcoming, open door to further the conversation as to the benefits on our farms, to the environment, the consumer and those in developing countries.

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Clearer language is a positive step forward in taking down fences of fear and building bridges of understanding.

Read full, original post: Opinion: Clarifying 'What's in a name?'