

Video: New education campaign gives ‘farmer moms’ a voice in the GMO debate

A Fresh Look is one of the newest efforts to give farmers a voice about GMOs and speak directly to the public, specifically [from farmer moms to consumer moms](#). When it comes to the use of biotechnology in the food system, the public has noted concerns over health, control of the food supply, and the effects of chemical use on the environment.

“This is a family-farmer-led initiative. What makes A Fresh Look unique compared with some of the other GMO education campaigns that have happened in the past is that there isn’t industry involvement here. It really is a family-led program,” says Rebecca Larson, the campaign’s lead scientist.

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The voice of a farmer mom is relatable to consumer moms. A Fresh Look uses a variety of digital platforms to speak with folks: Social media platforms such as Facebook, Twitter, and Instagram, activity on consumer publications online, and, of course, A Fresh Look’s website itself.

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As part of the outreach, those farmers will talk about yields being up 30 percent, and the fact that they’re now using half as much fuel, or fewer and safer pesticides every year.

“When a farmer talks about what they’re seeing on their farm, it’s really difficult to argue with someone’s reality,” Larson says.

Read full, original article: [From one mother to the next, A Fresh Look speaks for farming](#)