

## Podcast: Here is how misinformation about GMOs and crop biotechnology mutates and spreads



How does misinformation about genetically engineered crops (GMOs) start and how do we correct it?

These are questions asked by Prof. Robert Bird of the University of Connecticut.

Prof. Bird discusses how an errant article can become the basis of misinformation spread, and how communicators can help push back against misinformation.

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**Robert Bird is an expert in corporate compliance, employment law, legal strategy, business ethics, and corporate governance.**

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