

Seed Speaks Video: Despite enormous sustainability benefits, some people still view genetically engineered crops with suspicion. Here's why

Why do GMOs have an image problem? It's a question we attempted to answer on the Oct. 13 episode of Seed Speaks.

A recent survey by the American Marketing Association found that consumers feel that GM foods are unnatural, immoral, and unsafe, despite the fact that 70% of processed foods in the United States and Canada already contain GMOs.

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Why is this, and what can our industry do about it? We were joined this week by [Andreas Boecker](#), a professor at the University of Guelph specializing in best practices in communication about novel technologies, in particular agricultural biotechnology; [Kavin Senapathy](#), a writer, journalist, and speaker based in Madison, Wisconsin, whose writing has appeared in outlets like Slate, The Daily Beast and Forbes; and [Jenn Armen](#), vice-president, business and corporate development for Okanagan Specialty Fruits based in North Carolina.

[**This is an excerpt. Read the original post here.**](#)