

THE COALITION FOR RESPONSIBLE GENE EDITING IN AGRICULTURE

EARNING TRUST IN THE PROMISE OF GENE EDITING

ARE CONSUMERS READY FOR
NEW TECHNOLOGY IN FOOD PRODUCTION?

THE POWER IS IN OUR PARTNERSHIPS

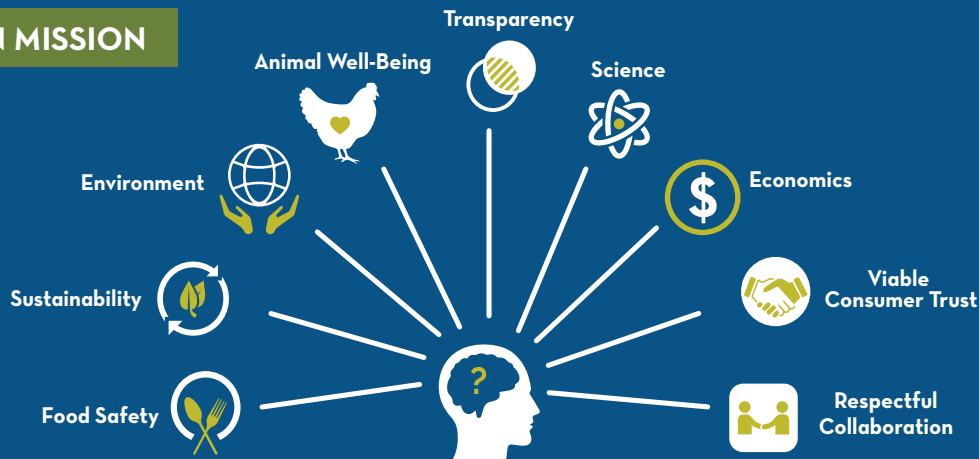


Gene editing technology is one of the **TRANSFORMATIONAL INNOVATIONS** of the decade and has tremendous potential to benefit society and food production. But its success hinges on **GLOBAL ACCEPTANCE** and support to meet the tremendous challenges facing our food system today.

THE COALITION

Agriculture and food system leaders committed to earning trust in gene editing to produce safe, wholesome and affordable food in a sustainable manner.

COALITION MISSION



To cultivate support for the responsible use of gene editing in agriculture through the development and adoption of trustworthy guidelines for the responsible use of gene editing, effective stakeholder outreach and engagement, and broad-based involvement and collaboration of those engaged in gene editing.

THE CENTER FOR FOOD INTEGRITY (CFI) IS A NOT-FOR-PROFIT ORGANIZATION THAT HELPS TODAY'S FOOD SYSTEM EARN CONSUMER TRUST. CFI'S MEMBERS AND PROJECT PARTNERS, WHO REPRESENT THE DIVERSITY OF THE FOOD SYSTEM, ARE COMMITTED TO PROVIDING ACCURATE INFORMATION AND WORKING TOGETHER TO ADDRESS IMPORTANT ISSUES IN FOOD AND AGRICULTURE.

EARNING TRUST IN GENE EDITING IN AGRICULTURE

Encouraging support for responsible use guidelines

Empowering organizations that influence social license to support gene editing

Listening and engaging with interested consumers to answer questions and share benefits

Creating alignment of gene editing users for consistent external messages and coordinated outreach

CURRENT INITIATIVES

- Convene diverse leaders in the food system with shared vision for broad acceptance of gene editing
- Create comprehensive implementation, support and engagement plan for industry use and acceptance
- Develop Principals and Guidelines for Responsible Use of Gene Editing in Agriculture with guidance by researchers and university experts
- Launch principals and guidelines among technology users, food system and key trade associations
- Develop and implement plan for coordinated stakeholder engagement with food system and other stakeholders who have significant influence on social license
- Create alignment in messages and outreach among those involved in gene editing

FUTURE CONSUMER ENGAGEMENT

LISTEN • UNDERSTAND • ENGAGE



SHARED VALUES ARE
3 TO 5 TIMES
MORE IMPORTANT

TO BUILDING TRUST THAN SIMPLY
PROVIDING INFORMATION.

*According to CFI's peer-reviewed & published consumer trust research

The ultimate success of gene editing lies in the hands of the public – food system stakeholders and consumers who will embrace or reject the technology. The key is long-term, transparent outreach that seeks to listen, understand concerns and engage in ways that earn acceptance and trust.

STRATEGIES

- Conduct digital ethnography research to identify true consumer motivations and influencers
- Develop and implement comprehensive consumer engagement plan

CONSUMERS • ONLINE INFLUENCERS • MEDIA

- Create engaging content that is creative and compelling regarding societal benefits of gene editing
- Recruit expanded base of funders and explore new funding sources



OUR PARTNERSHIP

With the support and resources of **THOUGHT LEADERS** in food and agriculture, we can **BUILD** on our momentum and further our work to achieve public acceptance of gene editing and all of the promise it brings. The power truly is in our **PARTNERSHIPS**.

LET'S EARN TRUST TOGETHER

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