## Agricultural Biotechnology Support Project II

Supporting agricultural development through biotechnology

# Lessons learned in communication: The challenges of communicating about agricultural biotechnology and the importance of public outreach

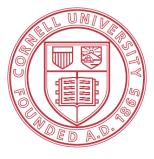
06/05/2012 Washington DC

Randy A. Hautea
ISAAA









### Ag. Biotech and Public Communication

- Agricultural biotechnology, particularly crop genetic engineering, is often misunderstood hence it is controversial
- There are well-resourced opposition groups and organized campaigns against agricultural biotechnology/crop genetic engineering
- These challenges have to be collectively addressed by ABSPII project partners with the support of the national institutions and stakeholders
- Strategic, science-based communication is vital



Bt Brinjal/Eggplant in India - An Example

## Anti-biotech groups

## Bt brinjal debate on the boil



study of the socio-

economic impact of

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being tested across 11
locations in the country for over two years now

THE TESTS include cause medical

problems. So far,

data generated by

Jatin Gandhi New Delhi, May 4

CAN THE humble brinjal open the doors to a series of health haz ards Indian consumers may never recover from? At least that is what a group of TV and film celebrities, musicians, farmers and activists plan to convew when the gather at the Jantar Mantar on May 6 to protest against the entry of Genetically Modified (GM) brinjal set to hit Indian markets

#### Special

GM crops answer to food shortage, says govt; not safe, say critics

market, so people who want to say no to GM crops, will simply have to boycott vegetables," said Kavita Kuruganti of the Coalition of GM free India that is organising the celebrities' protest to raise awareness against GM foods. Among the celebrities are Nandita Das, Amala, Millind Soman, Khushboo, Rabbi Shergill and Nafisa Ali. "On

unsafe for human consumption and tests that are carried out can never predict what might go wrong in the long run. The debate on the brinjal also opens a window to the larger debate in India on whether

India should allow GM foods.
The government, however, says it
can't disallow GM crops that clear
the prescribed tests. "Nothing is untouchable. Risk-assessed GM crops
are good and the government's
policy is crystal clear on this," Dr
Manda Rai, Secretary Department

## Bt brinjal row: India to now sue Monsanto/Mahyco



By <u>Anne Sewell</u> Apr 23, 2012 in <u>World</u>

comment

© Recommend Send 

27 recommendations, Sign Up to see what your friends recommend.



Monsanto is being accused of allegedly using Indian brinjal varieties for commercial purposes without the permission of the National Biodiversity Authority of India.

dia | Updated Feb 27, 2012 at 04:38pm IST

#### Jairam Ramesh defends controversial BT Brinjal decision ↔



Rupashree Nanda, CNN-IBN

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New Delhi: Jairam Ramesh defends his controversial decision to impose a moratorium on the commercial release of Bt Brinjal says, "on Bt Brinjal, I would not say, from my experience that foreign NGOs influenced the decision". His remarks came against the backdrop of Prime Minister's comments that some NGOs based in the United States and Scandinavian countries were not "fully appreciative" of the development challenges India faces and, were creating controversies on issues like

GM food. He spoke to CNN IBN's Rupashree Nanda in Kochi while on a three day visit to Kerala.



## **Highlights of Recent Events (India)**

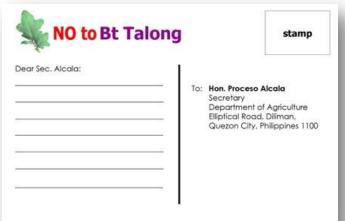
#### 2010

- Minister for Environment and Forests decides to impose moratorium on Bt brinjal in February 2010 and defer commercial release pending further tests
- The Prime Minister intervenes and the Planning Commission requests the Six National Science Academies to examine the scientific rigor in assessment of GM crops
- Environment Minister constitutes a 19 member Expert Committee to examine the comments of Greenpeace supported entities
  - Examined the biosafety data and issues raised by various stakeholders
  - Concluded that the benefits of Bt eggplant event EE-1 developed by Mahyco far outweigh the perceived and projected risks.
  - The matter is currently pending to be considered by the Expert committee It will again be referred to GEAC thereafter with the recommendations of the Expert Committee
- Final Decision awaited
- Anti-biotech-NGO-led litigation to create road blocks for the public sector to commercialize technologies relevant for resource poor farmers

### **Anti Bt Eggplant Campaign - Philippines**

Launched in July, 2010 - new Government, newly enacted Organic Agriculture Act







escalating development towards what the country, and the whole world really needs – SUSTAINABLE
AGRICULTURE.

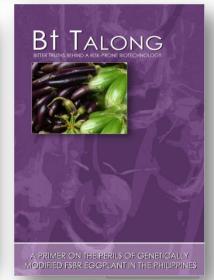
We recently learned about the Development and Commercialization of Philippine Fruit and Shoot Borre (FSE) Resistant Egoplants Containing
MAHTCO St excellent Fernit before tested in 1) Sta. Maris, Panasshan; 2) URIS, Bay, Laonas; 3) CSSAC, Pill, Camarines Sur; 4) Sta. Barbara, Ibility:

According to an article published on June 28, 2010 issue of the Manila Bulletin, this FSBR eggplant will be the first public-sector genetically modified (64h) bitsch crop product in the country and the first 64h/bitsch food crop to be cultivated in the country by 2011. Field tests in the seven (7) sites clear above are putled by fir. Pessers Haubs, project leader of the FSBR project and is funded by the USADI.

5) VSU, Baybay, Leyte; 6) UP Mindanao Davao City; and 7) University of Southern Mindanao. Kabacan. North Cotabato

WE URGE YOU TO STOP ALL THESE FIELD TRIALS AND THE EVENTUAL COMMERCIALIZATION OF THE FRUIT AND SHOOT BORER RESISTANI (FSBR) EGGPLANT DUE TO THE FOLLOWING REASONS:





Bt Talong/Eggplant in the Philippines – Another Example

Anti-biotech groups









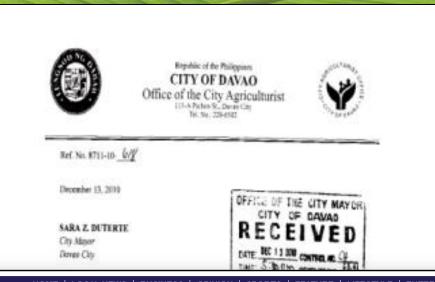




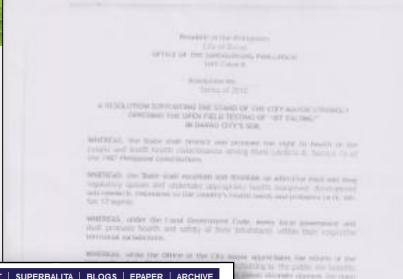
in Mindanao (UPMin), in Mintal, this city.

Have something to report? Tell us in text, photos or videos.

#### Misinformation from NGOs; Resolutions opposing field trials



its stance in opposing the open field test of Bt talong in any parts of the city, even inside the University of the Philippines



Start Survey

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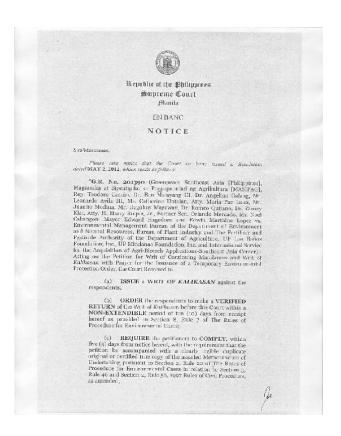
## Legal Action from NGOs Court case opposing field trials

#### **SC** order to stop GMO testing sought

By Dennis Carcamo Home Updated April 26, 2012 10:15 AM MANILA, Philippines –

Environmental group Greenpeace today asked the Supreme Court to stop the genetically-modified organism field trials in the country.

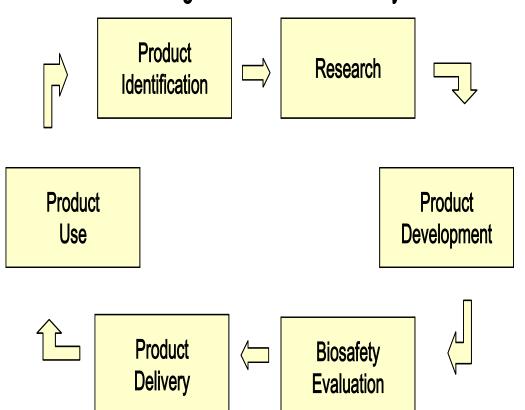
Greenpeace, together with other private petitioners including former Senator Orlando Mercado, Puerto Princesa Edward Hagedorn and Bayan Muna partylist Rep. Teddy Casino, filed before the SC a petition for writ of Kalikasan and writ of continuing mandamus.





## ABSP II Product-Driven Communication Strategy

#### The Bio-Engineered Product Life Cycle



- Government policy makers
- Government regulators
- Scientists
- Journalists
- Producers
- Consumers
- Seed sector



# Legally Mandated Public Consultation Activities at Various Stages of Bt Eggplant Research and Development – the Philippine Case

**Contained Trial: BL2 GH** 

**DOST- Biosafety Committee** 



**Confined Field Trial** 



Multi-location Confined Field Trials

**Dept. of Agriculture - Bureau of Plant Industry** 



**Propagation** 



No Public Consultation Required



No Public Consultation Required



Public Information Sheets and Comment Period

Papers of National Circulation and Comment Period



# ABSP II Communication and Outreach -Focus on Bt Eggplant-

- Understanding and monitoring of public awareness, knowledge and opinion
  - Media monitoring and analysis
  - Survey of Public Perception and Attitudes on Biotech Eggplant From Field Trial Sites
- Capacity building in understanding and communicating biotechnology
  - Technology update visits for policy makers, farmer leaders, media, scientists and partners
  - Training-Workshop on Biosafety Regulations and Risk
     Communication for Researchers and Collaborators of Bt Eggplant
     Project

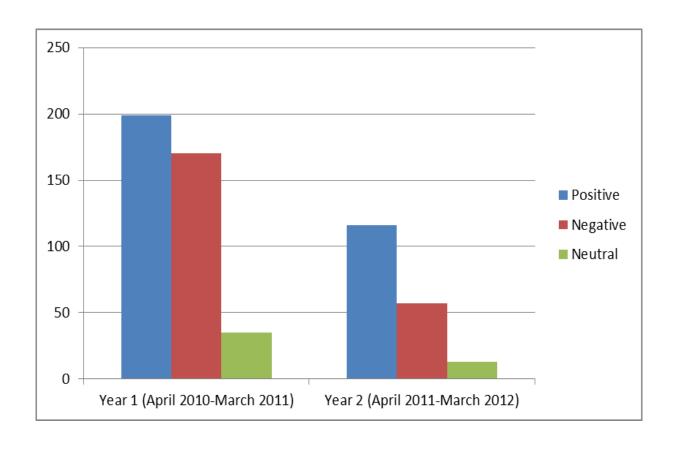


## ABSP II Communication and Outreach -Focus on Bt Eggplant-

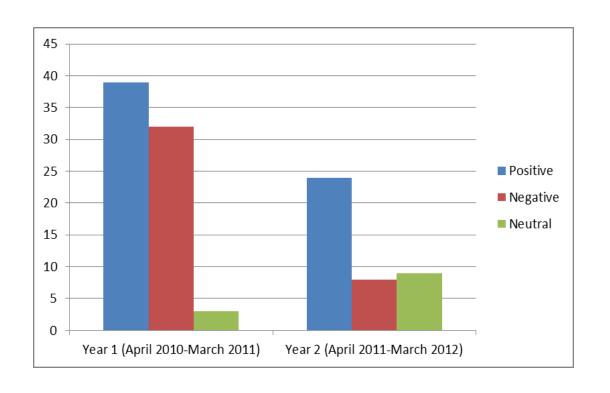
- Development and targeted dissemination of communication messages and materials on crop biotechnology to various stakeholder groups
  - Development/updating of info resource kit
  - Print Media
  - Broadcast media
- Increasing awareness of ABSP II and Bt eggplant R&D activities
  - Seminars, briefings on Bt Eggplant project to Local Govts. and communities in trial sites
  - Study visit and exhibitsExhibits
  - Website and Newsletter



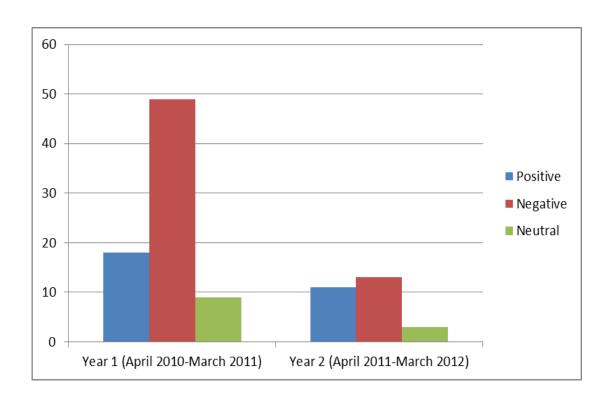
# Media Monitoring – Bt Eggplant Articles National Dailies, Community Newspapers, Online News April 2010-March 2012 (Philippines)



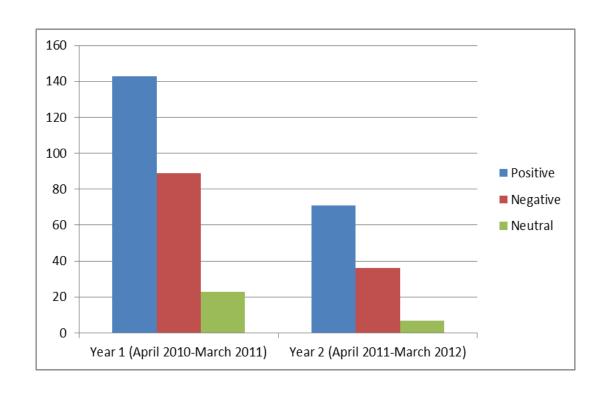
# Media Monitoring – Bt Eggplant Articles National Dailies Only April 2010-March 2012 (Philippines)



## Media Monitoring – Bt Eggplant Articles Community Newspapers Only April 2010-March 2012 (Philippines)

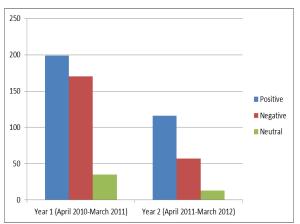


# Media Monitoring – Bt Eggplant Articles Online News Only April 2010-March 2012 (Philippines)

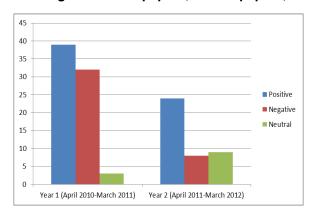




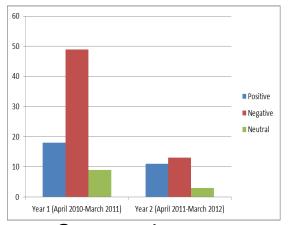
# Media Monitoring – Bt Eggplant Articles National Dailies, Community Newspapers, Online News April 2010-March 2012 (Philippines)

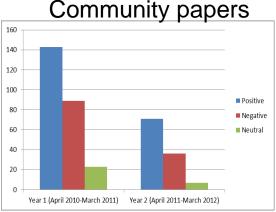


Total coverage - national papers, comm. papers, online news



National papers





**Online News** 



## Farmers' Perception (Pangasinan survey)

- 72% believe that biotech products can help improve Philippine agriculture
- 93% believe that biotech can benefits small-scale farmers
- 22% have knowledge about Bt eggplant technology
- 50% are still skeptical of the claimed benefits of Bt eggplant; 58% believe the technology has an advantage over conventional varieties
- Motivating factors to plant Bt eggplant
  - Higher yield (67%)
  - Low production cost (33%)
  - Reduced pesticide use (25%)
  - Safe as food (8%)
- 71% of farmers who have no knowledge about Bt eggplant expressed willingness to plant Bt eggplant



## Capacity Building in Communicating Biotechnology

## Communication Workshops: Enhancing Skills in Addressing Issues About Bt Eggplant



National Regulators



**Multi-location Trial Partners** 



## In-country Outreach Initiatives for Capacity Building

#### 1<sup>st</sup> ASFARNET Mindanao Agri-biotech Farmers Conference

Cagayan De Oro City, PHILIPPINES

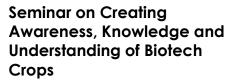






Seminar on Understanding the Science, Safety & Benefits of Biotech Crops

Camarines Sur, PHILIPPINES 22-23 Jun 2011



Pangasinan, PHILIPPINES 10 Feb 2011



## Regional Media workshop

STATUS, IMPACTS AND FUTURE PROSPECTS OF AGRI-BIOTECHNOLOGY IN A CHANGING CLIMATE: A REGIONAL WORKSHOP FOR MEDIA PRACTITIONERS

Jakarta, Indonesia, 20-22 July 2011



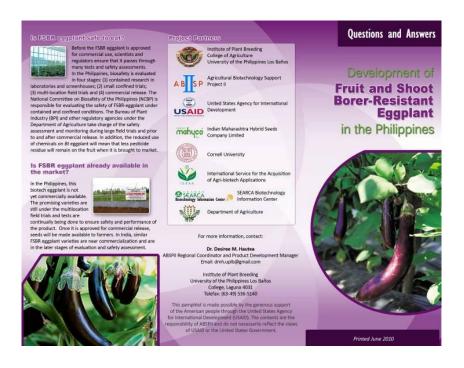




- Co-organized with ABSP II,
   SEAMEO SEARCA, SEAMEO
   BIOTROP, IndoBIC, in collaboration with CroplLife Asia.
- 27 media practitioners and key stakeholders in the Southeast Asian region (Indonesia, Cambodia, Malaysia, Pakistan, Philippines, Thailand and Vietnam
- Topics focused on food security, basics of biotechnology, and biotech reporting from various experts.



# Development and targeted dissemination of communication messages and materials FAQs on Bt eggplant

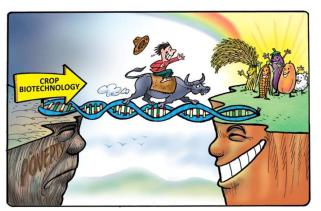




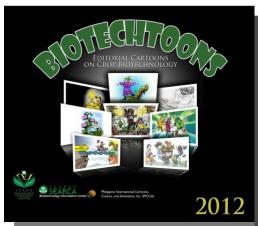
\*Translated into local dialects: *Tagalog, Ilonggo, Bisaya, Ilokano, Bikolano* 



# Development and targeted dissemination of communication messages and materials BiotechToons







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# Development and targeted dissemination of communication messages and materials - South Asia -

- ABSPII South Asia has developed a press kit which comprises brochure, fact sheets and development milestones for Bt eggplant etc.
- Multi-lingual CD Rom FSBR eggplant based outreach material has been developed and translated into Hindi, Tamil, Kannada, Marathi and Bangla to be used for training extension personnel and to orient farmers on best cropping practices.
- A video featuring Prof. P Balasubramanian of TNAU, principal investigator of FSBR Eggplant project in TNAU, providing the scientific facts and explaining the benefits of the technology has been produced and made available for the general public.
- ABSP II stalls were put up during the USAID America Week in Chittagong, Bangladesh and The International Conference on Plant Biotechnology for Food Security organized by the Society for Plant Biochemistry and Biotechnology in India.
- ABSP II FAQ leaflets were distributed among farmers attending the Farmers Day Meet organized at the university campus.



## **Increasing Awareness**

### ABSP II newsletter, media releases, online news

THE PHILIPPINE STAR BUSINESS Agriculture/Environment

#### RP's 1st GM eggplant soon ready for commercialization

ping season and the country's

Special to the Business Minnon

Conclusion

FROM a biosafety perspective, Dr. Eufemio T. Rasco

Ir., a biotechnology scientist from the University

of the Philippines in Mindanao, said Bacillus

thuringlensis (Bt) egoplant differs from ordinary

eggplant with respect to its ability to produce

"While all plant-breeding methods can produce unintended effects, there is no evidence

Rasco, a member of the National Academy of

that Bt egoplant is associated with 'unintended

Science and Technology, said regulatory agencies

have found as lacking in merit concerns on the gene

flow, weedlines, horizontal transfer, loss of crop

In India, where the first transgenic egoplant

was developed and known as brinjal, a total of

500,000 hectares of land had been planted to

the venetable, which has become a major item

diversity, and effect on nontarget organisms.

health hazards and pollution, he said.

Helping preserve biodiversity

Bt protein.

effects,"he said.

The government, through the flex genetically medified (CM) or Department of Agriculture-Robiotechnology eggplant is set for more of Plant Industry (FIA-8PI). requires two experimental seasuns before a CM crop is allowed.

BusinessMirror agri-commodities@businessmirror.com.ph

Bt eggplant will not only increase

farmers' production, but also their income

other consumed organisms.

137 H-17% is developing PSBwith Mahyeo and Connell Univer

rate at the main soumes of liveli-

bood of small-scale larmers. So for those are no commercial varieties of eggplants with high resistance to ESB in the Philip-

Brought toler sliged with the living of brotechnology produces a natural protein that stokes if re-

Clace on 1988 caterpillar beecls on Pheggplant Inves, sheets, and fruits, it stops eating and eventually dies. The Boprotein in the biotech eggplant only offices F50 and not humans, tarm animals, and

Many to has developed a highy resistant buttech oppplant now and in Incha, Bungladesh, and the Philippines as source of ICM-resis-

resistant eggplant in partnership sity, and with support your USAID durough ABSP II, 38AA, and DA.



Tuesday 05 October 2010

#### NEWS RELEASE

1-Philippine S&T Academy supports biotechnology

2-Philippine science journalists partner with SEARCA and ISAAA in science communication

3-Creating options for a culture of choice by Dr. Gelia Castillo

#### PHILIPPINES

4-Go slow on GMO eggplant, government told

5-Coexistence policy for GM, organic crops pushed

6-UP professor bats for Bt eggplant but several groups still urge caution

7-Bt eggplant farmers can hike yield per hectare by 317%

8-UPLB takes lead in biotech education

#### VIETNAM

Select Language



Biotechnology Support Project II (ABSPII)

Latest ARSDIT Newsletter

Volume 6 No.2 (PDF)

See All Newsletters

FOR THE ACQUISITION OF AGRI-BIOTECH

INTERNATIONAL SERVICE **APPLICATIONS** 

conventional eggplant farmer and organic

Hautea said the coexistence between the agriculture is also really possible and attainable. In the case of eggplants, she said backyard farming can use organic materials, like the local

As early as the 1980s, Hautea said the UPLB

The IPB had been trying to use new tools of

Through biotechnology, with the breakthrough

in Mahyco's highly resistant biotech eggplant In

2003, they are confident that the farmer may soon

benefit from higher yield of good-quality fruits,

Institute of Plant Breeding (IPB) had hundreds

of egoplant accessions or collection of different

science and technology to develop new eggplant

eggplants from all over the country.

varieties that can be FSB-resistant.

s/// (pepper), to control pests. The problem is the commercial planting of eggplant, with production at plantation levels to

While reducing pesticide use, Bt eggplant will eventually help preserve biodiversity, and reduce

> For that, she said, they have come up with two varieties-the open-pollinated variety (OPV)

Being a conventional seed, the OPV allows the subsistent farmers to use the next generation of Bt eggplant seeds. The hybrid variety, on the other hand, promises to double the yield of the

The Agricultural Biotechnology Support Project II (ABSPII)

#### **Promoting Dynamic Partnerships**

The Agricultural Biotechnology Support Project II (ABSP II), which is funded by the United States Agency for International Development (USAID) and led by Cornell University, aims to provide substantial benefits from agricultural biotechnology to countries in East and West Africa, India, Bangladesh, Indonesia, and the Philippines. The ABSP II Southeast Asia Center is spearheading efforts to develop and commercialize biotechnology products from public research so that these can reach the Southeast Asian market. The Institute of Plant Breeding at the University of the Philippines Los Banos is the Southeast Asian Regional Coordination Center for ABSP II. It

oversees project activities in the Philippines and Indonesia. The regional center in Southeast Asia collaborates with three regional centers located in East Africa, West Africa, and South Asia, and with other institutions in the north. Through synergistic partnerships, the needs and strengths of the various programs, including manpower, resources, and facilities, are matched; productive research and development (R&D) are pursued; and access to biological materials is maximized. Collaborations also hasten the development and effective delivery of both information and products from the research laboratory to farmers and other stakeholders



DR. Date of Pauline Plays with respect professor at the institute of Plays Breaking On health of the Participants Lat. Barros (PS-UPLS), explains insect infestation in control and about borer-resistant (FSBI) eggplant crops, while members of the PS research team show harvested PSBR aggplants. Top right photo shows worm-infested non-PSBR appplants. Above, Dr. Frenk Shotkiski shows clean, worm-hee FSBR appplant. This FSBR appplant hervesting in Sta. Marie, Pangesiners, was held under strict monitoring of the Bureau of Plant Industry. INV RESURRECCION

The Agricultural

Communication

Capacity Building

generate bigger volumes at lesser costs. In their research on the Bt eggplant, they

considered the need for the farmers to have a

in the Indian diet. It is also the vegetable of choice of many Filipinos, Asians and even people in the Middle East and Africa for being a good source of vitamins, farmers. fibers and minerals.

Questions and Answers on the Development of Fruit & Shoot Forer Resistant Eggplant in the

## Media interviews/Briefings

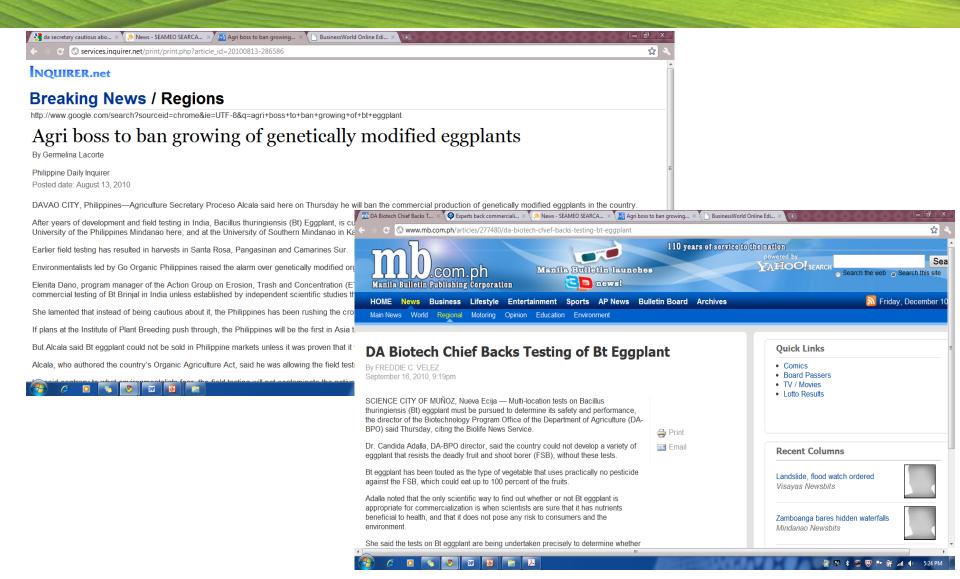








### **Media Responses**



### **Media Responses**



Applications (ISAAA).



Regional Network (ASFARNET)-Philippines. It was supported by the Department of Agriculture-

Southeast Asian Regional Center for Graduate Study and Research in Agriculture-Biotechnology

Information Center (SEARCA-BIC), and International Service for the Acquisition of Agri-biotech

the multilocation trials of the fruit and shoot borer (FSB)-resistant Bt eggplant.

Biotechnology Program Office (DA-BPO), Philippine Maize Federation (PhilMaize), the Los Baños-based

Farmers from the country's 15 regions approved unanimously a resolution supporting the continuation of

## Farmers urge continued trials for Bt eggplant

By JENNIFER A. NG Reporter

A COALITION of farmers from different regions in the Philippines is urging the government to continue the multilocation field trials of fruit-and-shoot borer resistant (FSB) eggplant.

In a resolution endorsed during the Second National Agri-Biotech Farmers' Conference in Isabela held last week, the Asian Farmers Regional Network (Asfarnet) Philippines said the trials for Bt eggplant will provide a basis to evaluate its performance and safety.

"[We] endorse the continuation of multilocation field trials of the FSB/Bt eggplant as a regulatory requirement for its eventual approval for commercialization," the resolution read.

Asfarnet Philippines noted that Bt eggplant is "a very important crop that will help us farmers raise our productivity and thus improve our livelihood."

Earlier, a study undertaken by Dr. Cesar B. Quicoy, assistant professor of the College of Economics and Management at the University of the Philippines in Los Baños, noted farmers who will plant FSB eggplant could increase their net income by as much as 317 percent.

Quicoy said the increase in net income would come from substantial savings from the nonuse of pesticides, pesticide labor cost, as well as increase in yield.

The study, titled "Economics of Eggplant Production and Potential Impact of Bt Eggplant," noted that for every hectare planted to Bt eggplant, the yield is estimated at 12.082 kilograms.

"Bt eggplant technology is economically acceptable. [It] minimizes the use of insecticides. Also, consumers would be safer because the insecticide residues in the product is also minimized," said Quicoy during a presentation before participants in a seminar on the benefits and impact of a promising public-sector crop biotechnology held last month.

technology held last month.

### Press releases/Articles

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#### Crop Biotech Update

A weekly summary of world developments in agri-biotech for developing countries, produced by the Global Knowledge Center on Crop Biotechnology, International Service for the Acquisition of Agri-biotech Applications SEAsiaCenter (ISAAA).



#### Articles in the January 7, 2011 Issue of Crop Biotech Update

#### ...

#### Global

- International Team Sequences Full
   Wandland Street Page 1
- <u>Woodland Strawberry Genome</u>

   <u>CGIAR Response to Climate Change</u>
- CBU's 10th Set of Borlaug Medallion
  Winners and Netbook Winner

#### Africa

- COMESA Consultative Workshops in Egypt and Sudan
- First Transgenic Drought Tolerant Maize
  Trials in Eastern Africa

#### Americas

- Gatekeeper for Tomato Pollination
- Identified
  RF Gene Nomenclature Developed by University of Illinois
- Open Letter to Stakeholders from Secretary Vilsack to Urge GE and Non-GE Coexistence
- New Solar Cell Self-Repairs Like Natural Plant Systems
- USDA Seeks Public Comment on EA for Petition to Deregulate GE Corn
- Biofortification of Peruvian Potato with More Iron
- Discovery Could Increase Value of Non-Food Crops for Industries
- Research Into Plant Natural Products
  Receives Boost
- New Pioneer Corn Hybrids for Waterlimited Areas

#### FILIPINO SCIENTISTS, GOVERNMENT OFFICIALS CRITICIZE BT EGGPLANT FIELD TRIAL PRE-TERMINATION

Scientists and experts in the country expressed indignation over the unanticipated pre-termination of the fruit and shoot borer (FSB) resistant <u>Bt</u> 'talong' (eggplant) trial in the University of the Philippines Mindanao (UP Mindanao) last December 17, 2010.

Dr. Candida Adalla, chief of the Biotechnology Program Office (BPO) of the Department of Agriculture said that the uprooting "is an assault to scientific inquiry and independence of responsible scientists in quest for truth. This is the first time it happened to the university, touted as the bastion of scientific research and technological innovations." She also said that the experiment was "legitimate, consistent and compliant with the government-set guidelines noted as one of the strictest in the world and (used) as reference by nearby Asian countries."

In a statement released after the uprooting, UP Mindanao clarified all the allegations hurled at the  $\underline{\mathtt{Bt}}$  talong project. Among the points explained was how the field trial was confined, and that the university is complying with all conditions imposed by the regulatory agencies. Prof. Nilo Oponda, UP Mindanao chancellor officer-incharge, wrote in his letter to the media "UP Mindanao has not violated any requirements that would impact on biosafety and public health," and added that the university has complied with all the conditions set by the regulatory agencies.

In their statement, the university also cleared details of institutions involved the project. It was stated that the project's rationale was "the need to address a common problem among eggplant farmers in the Philippines," which is the high infestations of the FSB pest.

The full statement of LID Mindanan after the unrooting may be found

# Philippine Star News Item and Cartoon May 1, 2012 Science Community Defending Bt Eggplant

#### **Eggplant war: Scientists defend GMO**

By Helen Flores (The Philippine Star) Updated May 01, 2012 12:00 AM



MANILA, Philippines - Top Filipino scientists have urged the Supreme Court (SC) to junk a petition filed by environmental groups against the field testing of genetically modified (GMO) eggplant in the country. Emil Javier, president of the National Academy of Science and Technology (NAST) and former president of the University of the Philippines, said "Bacillusthuringiensis (Bt) eggplant is potentially the best environmentally friendly technology for eggplant production."

Javier asked the high court not to act hastily but also consider the scientific side regarding the petition for the writ of *kalikasan* and writ of continuing *mandamus* filed by a group of non-government organizations (NGOs) against the field trials.

# Outreach to Local Governments and Policymakers





Pangasinan





Leyte

# Outreach to Local Stakeholders Davao City field trial site visit



**Local Legislator** 



**NGO** 

## Cotabato Council and USM Community Briefing January 12-13, 2011



## Farmer Field Days Rahamatpur & Jessore, Bangladesh



#### CONFINED FIELD PRODUCTION TRIAL OF Bt BRINJAL, 2011-2012

#### **Objectives:**

- 1. To assess the horticultural performance and yield potential of Bt brinjal lines against its non-Bt counterparts in the field level.
- 2. To evaluate the field infestation levels of target insect brinjal shoot and fruit borer (Leucinodes orbonalis) on transgenic brinjal.
- 3. To assess the effect of Bt protein on non-target pests and beneficial insects.

Materials : Bt Uttara, Non-Bt Uttara, Bt Chaga, Non-Bt Chaga

Replications: 4
Design : RCB

Planting Date: 24 November 2011

Location : RARS, Jessore





## Farmer Field Day - Bangladesh

Dr. Dil Afroza, addressing the farmers during the field days

## A key lesson: Never be complacent; do much more; network; partner; and collaborate

- Do much more than the minimum legally required, and do it early
- Make effective and extensive use of local knowledge and contacts, particularly the scientific community, organized farmer groups and farmer leaders, local leaders, and the media
- Build confidence among the public/various stakeholders on modern agricultural biotechnologies
- Learn to mobilize political support



## **Other Lessons Learned**

- Continuously monitor public understanding, knowledge, and opinion, with particular attention to issues raised against biotechnology. In short, always keep ears very close to the ground.
- Situate communication efforts within a broader context that may include sociopolitical, scientific and related issues to which the public relates to. Focus on public values more than on information itself. These values could include high trust in science and regulations, credibility, freedom of choice
- Identify and nurture key publics and champions from different stakeholder groups (policy makers, scientists, academics, regulators, media and farmers) who are well-informed, have high credibility in the community and are willing to advance the cause of the technology among their peers
- Invest in capacity building in science communication, media relations, public engagement, science popularization, and media development and production
- Strengthen availability and access to information.



# Epilogue Philippine Star Editorial Cartoon May 18, 2012





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