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Feeding the World –The Role of Sustainability and Biotechnology within the Global Agricultural Landscape

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Disclosure

- Employer
 - Washington University in St Louis
- Advisory Panel Member
 - Health and Wellness Advisory Panel for National Dairy
 - California Walnut Commission
 - International Experts Movement for Essential Fatty Acid Education (Educational Grant from Unilever)
 - Aspartame Advisory Panel
- Other
 - Speaker expenses underwritten by International Food Information Council Foundation




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Objectives

- Review how growing needs for food in our country, and worldwide, impacts RD's/RDN's practice
- Tips for using the science behind biotechnology to communicate its role in meeting nutritional needs
- Discuss how to frame challenges and opportunities into everyday practice



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Feeding a Growing World


- By the year 2050 population is expected to be 9.2 billion - ↑ from 6.7 billion
- Current farming will
 - Lost wilderness, →
 - Death of millions of birds and billions of insects
 - Increased disease risk for farm workers
 - Environmental degradation

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Feeding a Growing World

- USDA data – If all Americans ate recommended servings of fruits and vegetables –
 - Need an additional 7.6 million acres of fruit
 - Need an additional 6.5 million acres of vegetables
- 74% of commercial fisheries are harvesting at or beyond their max

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Consumers Expect Benefits from Biotechnology

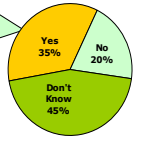
 2012 (2012-06-16 11:49:43)

(Among those who say "yes")

Benefits of Biotechnology in Next 5 Years:



- Nutrition/health benefits 35%
- Improved quality/taste/safety 22%
- Price/economic benefits 21%
- Improved crops/agricultural production 13%
- Safer foods 11%
- Reduced pesticides/chemicals 3%
- Other 13%
- Don't know 3%
- Nothing 2%
- Missing/Refused 8%

2012

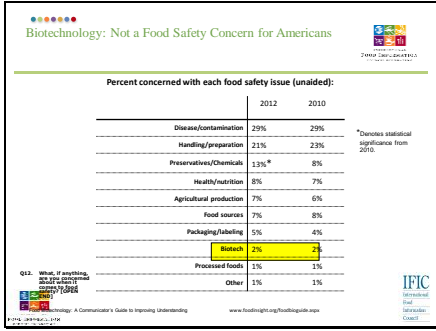


Q 17. Do you feel that biotechnology will provide benefits for you or your family within the next five years?
Q 18. What benefits do you expect? (OPEN END)

Source: IFIC 2012 Consumer Perceptions of Food Technology Survey

 www.ific.org www.foodsafety.gov 

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Communications

- Focus on 3 key science based points
- Recognize the role emotions and beliefs play but know the science
- Acknowledge an individuals concerns but share the science

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Communications

- USDA, FDA and EPA regulate to ensure the safety of human food, animal feed and the environment
- Biotechnology does not increase food allergy risk and can improve nutrition
- Biotechnology can improve the safety of food


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Communications

- Have back-up information to support your key points

- Choose positive words as possible
 - better, good, enhanced
 - care, grow, support
 - for the planet, feed the world



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Resources

- Toolkit from IFIC

- Watch for Academy EAL topic and position paper

- Center for /Food Integrity

- IFT



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Resources

- American Farm Bureau

- USFRA

- Danforth Plant Science Center

- WHO




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Helping the Consumer

- Know the fact
- Hear their concerns – I understand your concerns because there is so much misinformation so let me explain.
- Translate the textbook to the table




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Educating the Consumer

- Keep a reference library of science and consumer based articles
- Use resources to share more information
- Connect them with local farmers



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In 2012, more than
15 million,
or 90%
of farmers growing
BIOTECH
foods
were resource poor,
from
developing countries

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Future Biotechnology Benefits

- Foods higher in omega-3s and other nutrients.
- Foods with better taste, freshness.
- Ability to grow crops in difficult climates and poor soil.
- Further improvements in yield and disease protection.



Food Biotechnology: A Communicator's Guide to Improving Understanding www.foodright.org/foodbiotech.aspx

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Conclusions

- As population increases so will food needs
- Biotechnology is supported by science and can help feed a hungry world
- RD/RDN's who know the science can help consumers understand how biotechnology can help

Food Biotechnology: A Communicator's Guide to Improving Understanding www.foodright.org/foodbiotech.aspx

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Thank you!

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