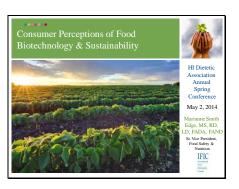


Slide 2



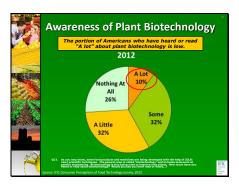




Slide 5

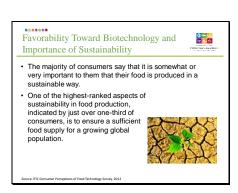
The Current Environment
Around Food Biotechnology

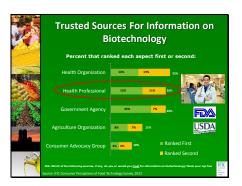
Increasing interest in where food comes from.
People are further removed from the source – the farm.
Fostering mistrust and lack of scientific knowledge or ability to understand science
Labeling initiatives putting biotechnology in the spotlight.
Fast-paced communications spread information quickly
Via media headlines.
Self-affirmed experts can gain a very large following
Online and in social media.



Favorability Toward Biotechnology and Importance of Sustainability Nearly 40% of consumers are favorable toward the use of biotechnology in food production, a significant increase from previous years. 20% are not favorable and 26% are neutral. 17% don't know enough to form an opinion. The majority of Americans say they are likely to purchase biotech foods for specific benefits, such as to provide more healthful fats, to taste better or fresher, to reduce pesticide applications, and to reduce saturate fat content.

Slide 8





Today's Speakers	TOPO DESCRIPTION
Alan McHughen, B. Sc., PhD, CE, Biotechnology Specialist and Geneticist, Department of Botany & Plant Science, University of California, Riverside Jennie Schmidt, MS, RD, Farmer & Owner, Schmidt Vineyard Management, LLC and Schmidt Farms Connie Diekman, MEd, RD, LD, FADA, Director, University Nutrition, Washington University in St. Louis	
