

Human Foods Program

State and Region Differences Regarding GMOs

Managing Communications and Perceptions

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State and Region Differences Regarding GMOs

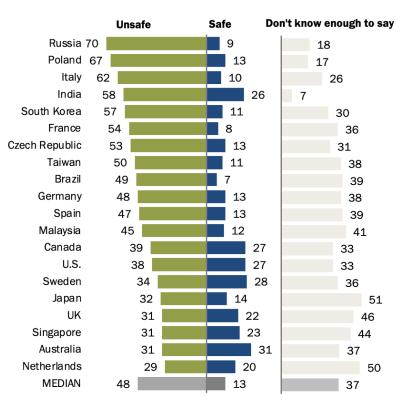
Lexicon, Legislation, & Labeling

Perception of GMO food safety



Widespread skepticism about the safety of genetically modified foods

% who say genetically modified foods are generally ____ to eat



Compared to

Expert Bodies conclude safety of the technology and currently commercialized GMOs

FDA

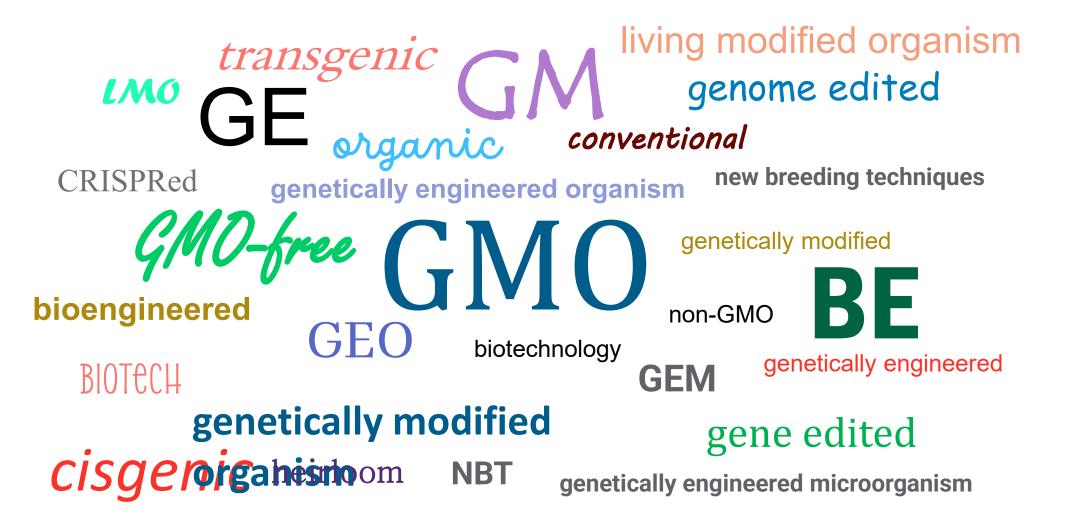
Health Canada
Food Standards Australia and New Zealand
European Food Safety Authority
National Academy of Sciences
American Medical Association
Amer. Assn. for the Advancement of Science
The British Royal Society
Society of Toxicology

Note: Respondents who did not give an answer are not shown. Source: International Science Survey 2019-2020. Q20. "Science and Scientists Held in High Esteem Across Global Publics"

Source: Pew Research Center

Lexicon





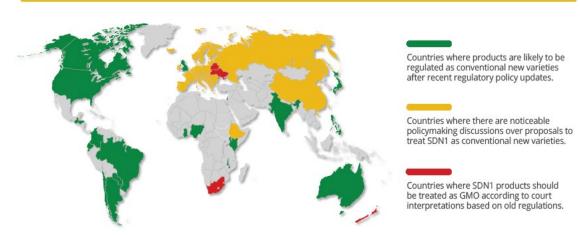
Legislation





GLOBAL REGULATORY LANDSCAPE FOR GENE-EDITED CROPS

Established regulatory criteria for new breeding innovations in different world regions in the past decade

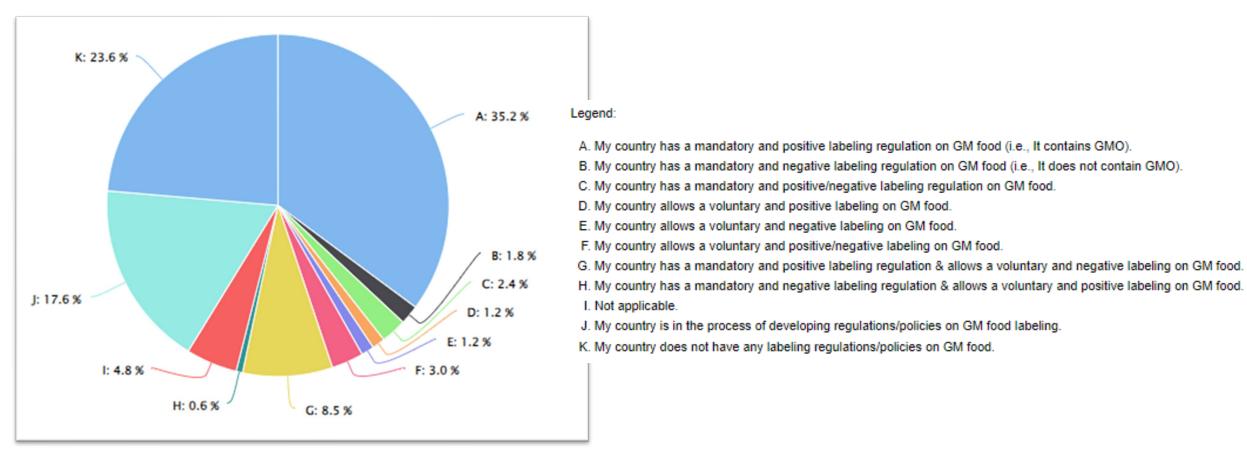


Source: International Service for the Acquisition of Agri-biotech Applications (ISAAA)

Source: GMO Answers

Labeling: around the World





Source: FAO Platform

Labeling: in the US (2015)

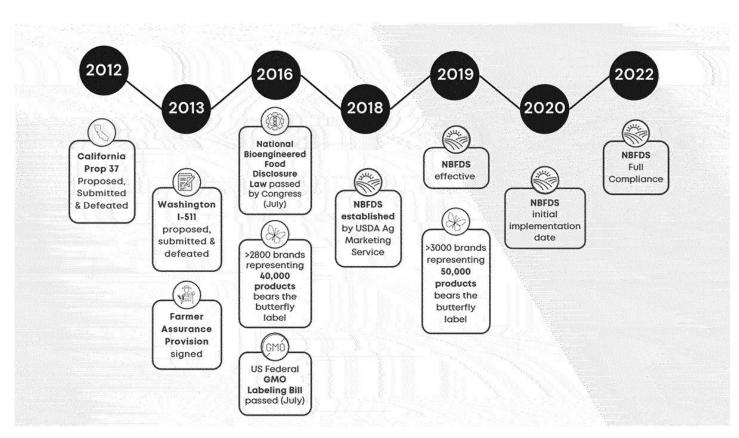




Source: Ucbiotech.org

Labeling: in the U.S. (2022)





Source: C Ryan et al., (2024) GM Crops & Food. 15 (1): 51-66.

National Bioengineered Food Disclosure Standard



- Retail food products that are bioengineered or contain bioengineered ingredients will say so on the label.
- Only foods that meet USDA's definition of bioengineered food will carry that disclosure.
- You will see words, a symbol, scannable links, text message instructions, or in some cases phone numbers or web addresses that convey the information.
- A bioengineered food disclosure is a marketing label, and does not convey any information about the health, safety, or environmental attributes of bioengineered food as compared to non-bioengineered counterparts.

Source: USDA Agricultural Marketing Service



Managing Communications and Perception

Feed Your Mind Initiative





Agricultural Biotechnology Education & Outreach

Human Foods Program
U.S. Food and Drug Administration

Consolidated Appropriations Act of 2017



- "Provided further, That of the total amount made available under this heading, \$3,000,000 shall be used by the Commissioner of Food and Drugs, in coordination with the Secretary of Agriculture, for consumer outreach and education regarding agricultural biotechnology and biotechnology derived food products and animal feed, including publication and distribution of science-based educational information on the environmental, nutritional, food safety, economic, and humanitarian impacts of such biotechnology, food products, and feed:..." (P.L. 115–31, Consolidated Appropriations Act, 2017)
- The Fiscal Year (FY) 2018 Appropriations bill and the FY 2019 Appropriations bill included additional funding for the initiative

Partnering Offices		
CFSAN's Consumer Studies Branch	CFSAN's Education and Outreach Branch	
Steering Committee (FDA, EPA, USDA)		
Working Groups		





- **Objective 1:** Increase understanding of agricultural biotechnology, including what it means, other names used to identify it, the types of agricultural biotechnology and its evolution.
- **Objective 2:** Increase understanding of the environmental, nutritional, food safety, economic, and humanitarian impacts of agricultural biotechnology.
- **Objective 3**: Increase awareness of agricultural biotechnology regulation
- **Objective 4:** Establish FDA, USDA, EPA, and other organizations as a credible source for scientific information related to food safety, agricultural biotechnology, and genetically engineered (GE) foods.



Our Guiding Principles

- Science-based
 - Provide content based on current science
 - Test content and delivery with consumers
- Consumer-oriented
 - "Meet consumers where they are"
 - Address (don't dismiss) concerns
- Informational (not promotional)



Primary and Secondary Audiences

Primary Target Audiences	Secondary Target Audiences	
General consumers	Health professionals	
African American consumers who cook		
Hispanic consumers who cook	Health educators	
Young adults who cook	Stakeholders	
Moms who are primary grocery shoppers		

Feed Your Mind Initiative Resources



This collaborative effort has resulted in resources for consumers, health care professionals, teachers, and health educators including:

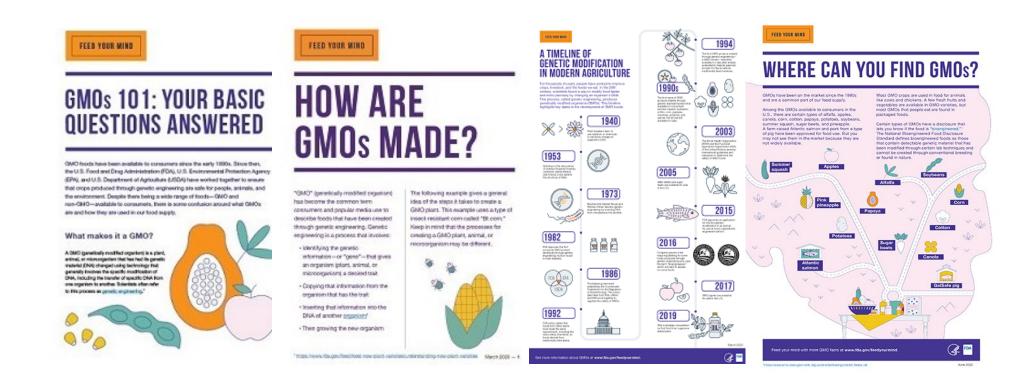
- 15 downloadable fact sheets and infographics
- 10 videos for consumers and health educators
- An online stakeholder toolkit
- A continuing education program
- Curricula for middle and high school students

www.FDA.gov/FeedYourMind www.FDA.gov/AlimentaTuMente www.FDA.gov/EducationResourceLibrary





Sample of Downloadable Materials







Sample of videos for consumers and health educators

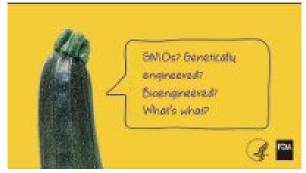
What GMO crops are grown and sold in the U.S.?



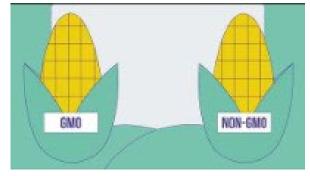
What kinds of genetic modifications are there for crops?



Is it Called GMO or Something Else?



GMOs and Food Safety: A Guide for Health Educators



How are GMO plants made?



GMOs, Farm to Table



Online Stakeholder Toolkit



Spread the Word About Feed Your Mind: Stakeholder Toolkit

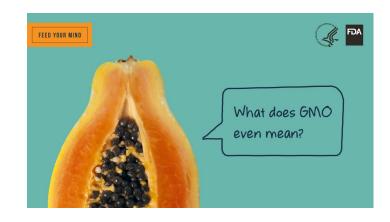


The Feed Your Mind initiative offers science-based, plain-language information in the form of web content, fact sheets, infographics, and videos that you can share with your constituents, members, partners, and other stakeholders to increase their knowledge and understanding of GMOs.

Help spread the word about the U.S. Food and Drug Administration's (FDA's) Feed Your Mind initiative by using the sample newsletter and website content, social media posts, images, videos, and educational resources below.

Note: To use the images shown below, copy and paste or right-click on the image and save to your computer.





Social Media Messages

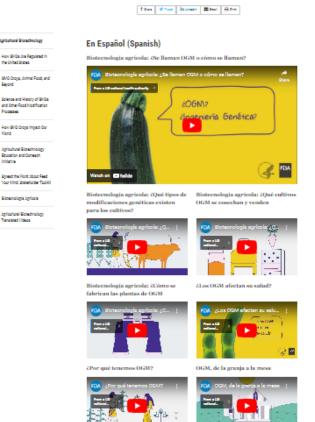
A GMO is a plant, animal, or organism that has had its DNA changed. Learn more about GMOs with FDA's #FeedYourMind initiative at www.fda.gov/feedyourmind.



Translated Materials

- Worked with the Government
 Publishing Office to translate a
 selection of Feed Your Mind
 downloadable materials and videos
 into:
 - Spanish
 - Chinese (simplified/Mandarin)
 - Navajo
- Materials are now available on the FDA.gov webpage:
 - <u>Downloadable Fact Sheets</u> –
 on the Stakeholder Toolkit page
 - Agricultural Biotechnology Translated Videos

Agricultural Biotechnology Translated Videos



Implementation and Dissemination Overview



Feed Your Mind Implementation Tactics		
Stakeholder development and engagement		
FDA-owned channels		
Paid media		
Earned media		
Conferences and exhibiting		
Mat article releases		
Podcast promotion		

Conclusions



- Feed Your Mind is a critical effort to increase awareness and understanding of agricultural biotechnology and GE foods among consumers, health professionals, and educators via science-based educational materials
- Paid media ad campaigns have been a highly effective tactic for dissemination and outreach of education materials utilizing a range of implementation tactics
- Process and outcome evaluations have demonstrated the effectiveness of these approaches, reinforcing that the initial strategy should continue to guide efforts:
 - Present agricultural biotechnology in a balanced manner in which all messages and materials deliver objective, science-based information
 - Use credible channels and messengers to disseminate information to invoke a high level of perceived credibility to increase the likelihood that the messages will be attended to, understood, and internalized as true



Examples of Implementation Tactics

Continuing Education Program



Understanding GMOs



Analytics Summary (July 1, 2022 – March 31, 2023):

- As of March 31, 2023, there were <u>568 completed courses</u>
- Most participants "strongly agreed" or "agreed" that because of this activity, they are now able to:
 - Explain what agricultural biotechnology means
 - Explain the federal regulations of agricultural biotechnology
 - Educate their patients/ clients about the topic

Curricula for Middle and High School Students



1. Online Curriculum (Metrics through July 31, 2024)

- High School (2020 edition): Posted on July 2020
 - Copies viewed/saved* 21,490
- Middle School (2020 edition): Posted on January 2021
 - Copies viewed/saved* 6,152

2. Teacher Training (Metrics through July 31, 2024)

- Synchronous Online Platform
 - 1-week summer training program 2020-2023: 95 teachers completed
 - Day-long train-the-trainer workshops 2020 2023: 618 teachers completed
- Self-paced Online Platform (one topic per 10-hour course)
 - 10-hour SOFS Ag Biotech training launched Oct. 2023
 - Pre-test score avg. 44.25, Post-test score avg. 88.75
 - 17 teachers completed, 9 teachers in progress



Examples of Paid Ads



Google Search



Display



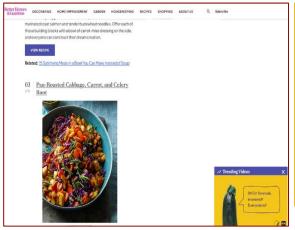
Google Video



Native



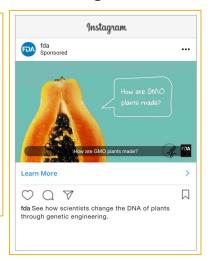
Programmatic Video Ads



Facebook



Instagram



LinkedIn



Mat Article Releases





- are their theel in ooder root products may cereals and stance, can C-MOs can help farmers grow roops that are resistant to diseases and insects. Humans have used meditional ways to modify crops and animals to suit their needs and testes for more than 10,000 years. Genetic engineering lets scientists talk a beardicial grow, like innect resistance, and transfer it into a plant. Results. can include higher crop yields, lets crop loss,





- i. A "bioengineered" disclosure will be on some of the foods you eat. The National Bioengine Food Disclosure Standard requires bioengineered foods to be labeled by 2022 with text on the page.

GMOs Explained





GMOs—DID YOU KNOW?



WHAT ARE GMOS?

to describe a plant, animal or microorganism that has been created through genetic engineering. Genetic engineering allows scientists to transfer a gene with a specific beneficial trait from

WHAT GMOS ARE AVAILABLE IN THE UNITED STATES?

Alfalfa, apples, canola, corn, cotton, papaya, pink pineapple, potatoes, soybeans, summer squash and sugar bests. Only a few are available as fresh foods. Most are used to make ingredients that are then used in other food products like cereal and snack chips. A farm-raised Atlantic salmon and park from a type of pig have been approved for food use. But you may not see them in the market because they are not widely available.



WHY DO WE HAVE GMOS?

Humans have used traditional ways to modify crops and animals to suit their needs and tastes for more than 10,000 years. Genetic engineering lets scientists make similar changes in a more specific way and in a shorter amount of time. Results include higher crop yields, less crop loss due to disease and insect damage, longer storage life, better appearance and better nutrition.

DO GMOS AFFECT YOUR HEALTH?

Research shows GMO foods are as safe to eat as their non-GMO counterparts. Some GMO plants have even been modified to improve their nutritional value. An example is GMO soybeans with healthier oils that can be used to replace oils that contain trans fats.



FDA) EPA

HOW ARE GMOS REGULATED?

GMO foods have been available to consumers since the 1990s. Since then, the U.S. Food and Drug Administration, U.S. Environmental Protection Agency and U.S. Department of Agriculture have worked to ensure foods produced through genetic engineering are safe for people, animals and the environment.

Discover more GMO facts at fde.gov/feedyourmind.



Podcast Promotion





Curiosity Daily Podcast: GMO Food Science 101 and How to Hear Someone in a Noisy Room

Learn about GMOs with help from Dr. Patrick Cournoyer of the FDA. Plus: a trick for hearing someone in a noisy room.

December 16, 2021









Curiosity Daily Podcast: Future GMO Foods, The Thought Gap, How Your Brain Knows You're Uncomfortable

Learn about why researchers are developing new GMO foods like golden rice; why you underestimate how often others are thinking about you; and how your brain knows when you're uncomfortable and you need to change your position.

December 17, 2021

Advertisement	Impressions	Spend
Brains On (20s)	159,929	\$4,063.43
Brains On (60s)	119,898	\$5,630.60
The Sporkful	95,011	\$4,275.00
Total	374,838	\$13,969.03

Resources





What can I do when I hear or see misinformation?

Help stop misinformation from spreading by doing three things:

- · Identify misinformation.
- Don't contribute to the spread of misinformation.
- Direct people to health information from trusted sources like the FDA and our government partners, including <u>usa.gov/health</u>, <u>coronavirus.gov</u> and <u>vaccines.gov</u>.
- Feed Your Mind https://www.fda.gov/food/consumers/agricultural-biotechnology
- FDA Rumor Control: https://www.fda.gov/news-events/rumor-control
- FAO Toolkit https://openknowledge.fao.org/items/f76c7f0d-f303-4fb5-bbc1-7bac03399cf9

References



- AAAS https://www.aaas.org/news/statement-aaas-board-directors-labeling-genetically-modified-food
- American Medical Association https://policysearch.ama-assn.org/policyfinder/detail/genetically%20modified%20organism?uri=%2FAMADoc%2FHOD.xml-0-4359.xml
- FAO GM Foods Platform https://www.fao.org/food/food-safety-quality/gm-foods-platform/en/ and https://www.fao.org/food-safety-quality/gm-foods-platform/en/ and <a href="https://www.fao.org/food-safety-quality/
- Food Insight https://foodinsight.org/ific-survey-food-ingredient-safety/
- Food Standards Australia New Zealand https://www.foodstandards.gov.au/consumer/gmfood
- GMO Answers https://gmoanswers.com/ask/what-countries-have-banned-gmos
- Health Canada https://www.canada.ca/en/health-canada/services/food-nutrition/genetically-modified-foods-other-novel-foods/approved-products.html
- ISAAA https://www.isaaa.org/kc/cropbiotechupdate/article/default.asp?ID=20605
- Pew Research https://www.pewresearch.org/short-reads/2020/11/11/many-publics-around-world-doubt-safety-of-genetically-modified-foods/
- Ryan, et al (2024) https://www.tandfonline.com/doi/full/10.1080/21645698.2024.2318027
- Society of Toxicologists https://www.toxicology.org/pubs/statements/SOT_Safety_of_GE_Food_Crops_Issue_Statement_FINAL.pdf
- The Royal Society https://royalsociety.org/news-resources/projects/gm-plants/is-it-safe-to-eat-gm-crops
- USDA Agricultural Marketing Service https://www.ams.usda.gov/rules-regulations/be/consumers
- U.S. National Academies- https://www.nationalacademies.org/our-work/genetically-engineered-crops-past-experience-and-future-prospects
- Ucbiotech.org https://ucbiotech.org/resources/labeling/US GMO states/index.html



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