



## **BLPII: 2<sup>nd</sup> Annual Biotechnology Literacy Project Bootcamp**

### **World Food Center Institute for Food and Agricultural Literacy**

University of California-Davis | May 31-June 3

Optional related public event on June 3

When it comes to food and agricultural biotechnology, public opinion is divided. And because food and farming are such visceral issues, public opinion is deeply rooted in our beliefs and ideology, as well as our understanding of science. What can be done to address legitimate concerns and raise the scientific literacy of the public and media on these critical concerns?

Independent scientists and researchers can play a unique role in reframing the GMO debate because the public holds them in such high esteem. They are poised to connect emotionally with environmentally conscious individuals and with parents concerned about their children's health. However, scientists and other credible influencers often lack the resources, support, networking and training necessary to successfully engage in a broad-based discussion.

The **Biotechnology Literacy Project (BLP)** is dedicated to helping scientists, academic researchers and journalists work together to bring biotechnology directly to the public in a way that is accessible and persuasive. The Genetic Literacy Project and Academics Review, a 501c3 independent non-profit, are working in partnership with the University of California-Davis to bring together academics, non-profit leaders, journalists, business owners and scientists committed to improving the quality and accuracy of public dialogue on issues associated with agricultural biotechnology.

This program will take place as a friendly "boot camp" with a select group of participants, from the evening of May 31 to mid-day on June 3, 2015 at the University of California in Davis. The BLP and UC-Davis' Institute for Food and Agricultural Literacy under the direction of Dr. Pam Ronald will also hold a public event on GMOs and Sustainability, as well as a cook-off to highlight the nutritional and sustainability attributes of GMO, organic and conventional foods, on Wednesday afternoon, June 3.

The first annual BLP was a "major success." One scientist said she rewrote a textbook chapter based on her experience. Another participant stated: "BLP gathered a critical mass of intellect and good will that can move it to the next level." One Cornell University plant scientist wrote: "I would like to thank you for the best and most interesting conference I have ever attended!"

BLP II will feature discussions on the future of food and on improving media communications. It will also address the global divide over agricultural biotechnology issues, identify influencers and provide a foundation for ongoing support, future training programs and network expansion as we seek to extend and grow independent voices.

Participants have been drawn from various disciplines including plant and animal genetics, entomology, plant pathology, food science, nutrition, organic farming and intersecting disciplines. The BLP faculty includes internationally known scientists such as Kevin Folta, Alison van Eenennaam, Bruce Chassy and Pamela Ronald; social media expert Jay Byrne; representatives from Scots Miracle -Gro, Simplot and the American Chestnut project; and prominent journalists including the Genetic Literacy Project's Jon Entine, Grist's Nathaniel Johnson, Brooke Borel of Popular Science, Keith Kloor and Hank Campbell of Science 2.0. The BLP also welcomes representatives from the Breakthrough Institute, Nature Conservancy and the Agricultural Development Advocacy group of the Gates Foundation. In addition, in cooperation with the USDA's Food and Agriculture Organization, USAID and the State Department, the BLP will be hosting numerous international scientists and communicators.

All participants will be able to engage in broad communications skills training. They will hear from experts on the socio-political landscape, influencing public attitudes and commercial strategies associated with agricultural and food biotechnology. Through both training and hands-on assistance, participants will hone the tools and support resources necessary to effectively engage the media and serve as experts in governmental policy-making and in outreach opportunities. Post conference, participants will have access to ongoing support via online tools and expert networking connections. The BLP faculty and staff develop or polish individualized outreach plans that include staff-supported support and response activities through public events, publishing and media engagements.

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PhD candidate, Entomology, North Carolina State University  
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**Jon Entine, Genetic Literacy Project Executive Director**  
[jon@ionentine.com](mailto:jon@ionentine.com) | (513) 319-8388



## Biotechnology Literacy Project (BLP) Boot camp 2015 AGENDA University of California-Davis

**May 31, SUN**

### **FUTURE OF FOOD**

**Venue: Hyatt Place Hotel**

**12-5p**

**International participants: How to Effectively Engage Your Global Network in Support of Regional Issues Management:** Bruce Chassy/Dave Tribe

**2-5p**

**Young scientists:** Overseen by Anastasia Bodnar/Denneal Jamison

**6:00p**

**Cocktails**

**6:45p**

**Welcome greeting World Food Center:** Roger Beachy

**7:00p**

**Buffet dinner**

**7:30p**

**Journalists Roundtable/Media/social media overview:** Kevin Folta (moderator), Brooke Borel, Hank Campbell, Keith Kloor, Razib Khan

**June 1, MON**

### **FUTURE OF FOOD**

**Venue: Mondavi Center**

**8:00-8:10a**

**Problems/Challenges:** Pamela Ronald

**8:10-9:00**

**Overview:** Jay Byrne & Q&A

**9:00-10:00**

**Organic foods, marketing and labeling:** Bruce Chassy, Dave Tribe

**Break**

**10:15-11:15**

**GMOs and Chemicals:** Hank Campbell (moderator), Dave Stone, Brandon McFadden

**11:15-12:30**

**GMOs and Corporations:** Keith Kloor (moderator), David Zilberman, James McWilliams, Kevin Folta, Tim Pastoor, Cami Ryan

**12:30**

**Buffet Lunch**

**12:45**

**Lunch discussion: GMOs and Food Fears:** Christine Bruhn (moderator), Amber Pankonin, Sylvia Melendez Klingler

**1:45-2:45** **GMOs and Sustainability?** Nathaneal Johnson (moderator), Raoul Adamchuk, Rob Walbridge (possible), Dave Walton, John Stier

**2:45-3:45** **Bees and butterflies:** Jon Entine (moderator), Cynthia Scott Dupree, Randy Oliver, Tim Pastoor

**Break**

**4:00-5:30** **New GM Products:** Jon Entine (moderator), Simplot, Scotts Miracle Gro, AquaBounty, Bill Powell

**6:45** **Cocktails/dinner**

**8:00** **Dinner Discussion: FOI Challenges:** Bruce Chassy (moderator), Keith Kloor, Kevin Folta, Joanna Saks, Guy Cardineau

## **June 2, TUE COMMUNICATION WORKSHOP**

**Venue: Mondavi Center**

**8:00-9:15** **Media Skills/How Scientists Learned to Stop Worrying and Love the News and Social Media:** Jay Byrne, Tim Pastoor

**9:15-10:45** **Risk and Media:** David Ropeik (moderator), Jennifer Kuzma, Hank Campbell, James McWilliams

**Break**

**11:00-12:30** **Connecting with Skeptical Audiences:** Nina Fedoroff (moderator), Emily McManus (TED), Pamela Ronald, Nathanael Johnson, Alison Van Eenennaam

**12:30** **BUS/FARM VISIT/PICNIC LUNCH/ Buffet Lunch (Snacks provided by Patrick Brown/Impossible Foods)**

**Animal biotech: Future & Safety/UC-Davis GM goat farm visit, plus presentations:** James Murray, Alison Van Eenennaam, Mark Westhusin

**3:00-4:30** **GMO 2.0? Impact of New Breeding Techniques on Regulation and Policy:** Razib Khan (moderator), Peggy Lemeaux, Michael Udvardi, John Stier

**4:30-5:30** **Reviewing Highlights of Conference:** Alison Van Eenennaam (moderator), Keith Kloor, Hank Campbell, David Ropeik, Razib Khan

**6:45** **Cocktails/Dinner**

**8:00** **GROUP DISCUSSION: Will the Constructive Discussion on GMOs and Technology Broaden to Include the Environmental Community?** Brooke Borel, David Cleary, David Ropeik

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**June 3, WED**

**GLOBAL FOOD SECURITY**

**Venue: Mondavi Center**

**8:00**

**Breakfast**

**CONCURRENT SESSIONS**

**8:30-10:00**

**(1) Global Situationer/Interactive with international participants:** David Zilberman (moderator), Pam Ronald, Peggy Lemeaux lead discussion

**(2) Socio-Economic and Political Challenges in Developing World to GMOs and Other Technologies:** presentation/discussion on how the debate is playing out in emerging markets; future of sustainable agriculture; will it be a battle of Agro-ecology vs. Climate Smart Agriculture; how to bridge policy/philosophical divide: Global scientists/observers

**Break**

**10:15-11:30**

**(1) How to Establish and Tap Into Global Science/Journalist Network:** Jay Byrne briefing on Bonus Eventus; David Tribe

**(2) Student Breakout Sessions: What was learned:** Anastasia Bodnar/Denneal Jamison

**1:00-5:00**

**PUBLIC EVENT: Institute for Food and Agricultural Literacy/ Co-sponsor: Breakthrough Institute**

**Venue: UC Davis Conference Center**

**1:00-1:20**

**Nina Federoff: host/moderator**

**Pam Ronald: TED Talk Redux**

**1:30-1:45**

**Keynote: Jon Foley, Mark Bittman (or both)**

**1:45-2:45**

**GMOs and Sustainability,** Nina Federoff (moderator), Nathaneal Johnson, Raoul Adamchuk, Rob Walbridge (possible), Dave Walton, Bruch Chassy

**Break**

**3:00**

**GMO Pop Up Cook Off:** Alison Van Eenennaam (moderator) w/cook/s TBA

**Cook two meals for panel including salmon (or soy veggie burger if no salmon), potatoes, sweet corn, Golden rice (if possible), Bt Brinjal (if possible); desert: cake using organic/GM beet sugar, Arctic Apple slices, papaya**

Panel discussion to follow: Can organics, conventional food and GMOs exist in a sustainable future?

Panelists TBA (possibly from Simplot and/or AquaBounty); Pam Ronald, David Cleary, Christine Bruhn

**4:30**

**Public discussion**

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4/2/2015

## BLP ROSTER

[THOSE IN BOLD CONFIRMED]

### Running total of potential attendees

17	<b>organizers/core faculty</b>
6	<b>observers/guest faculty</b>
6	<b>journalists</b>
10	<b>new products</b>
10-12	<b>government global invitees</b>
16	<b>invited/funded attendees</b>
11	<b>students</b>

TOTAL: 76-78

NOTE: ALL NAMES IN BOLD ARE CONFIRMED

### Organizers and Core Faculty (17)

**Stephanie Gorski**

**Shannon Albers**

**Bruce Chassy**

**Jon Entine**

**Jay Byrne**

**Kevin Folta**

**Cami Ryan**

**Pamela Ronald**

**Roger Beachy**

**Alison van Eenennaam**

**Peggy Lemeaux**—Crop Biotechnology, UC Berkeley

**Denneal Jamison-McClung**

**Nina Fedoroff**

**Raoul Adamchak**—UC-Davis, husband, co-author [\*Tomorrow's Table\*](#)

**James Murray**—animal science, transgenic goats on campus

**Ania Wiczorek** (alum)

**Christine Bruhn**

**Observers/Guest Faculty** (6)

**Michael Udvardi**, Noble Foundation, runs [lab](#) at Noble, partly focused on genome editing

**Adam Calaway**, Noble Foundation director of communications

**Robin Bisson**, GENeS

**Emily McManus**, TED

**David Cleary**, Nature Conservancy, Strategy Director, agriculture

**Ted Nordhaus**—[Co-director of the Breakthrough Institute](#), Oakland, CA (Wednesday public event only)

**Journalists** (6)

**Nathanael Johnson**, Grist

**David Ropeik**, independent (arriving Monday afternoon)

**Brooke Borel**, Popular Science

**Hank Campbell**, Science 2.0

**Keith Kloor**

**Razib Khan**: UC Davis, evolutionary geneticist, chemist, New York Times contributor

**New Products** (9)

**Bill Powell**: [American Chestnut Research and Restoration Project](#)

**Simplot**: Doug Cole plus one more (2)

**AquaBounty**: Ron Stotish, Dave Conley (2)

**Scotts Miracle-Gro**, Bob Harriman, Brian Herrington, John Stier (Univ of Tenn) (3)

**Patrick Brown**, Stanford Biochemist, Impossible Foods

**Government/Global** (10-12)

**Pace Lubinisky**, USDA/FAS

**Mark Petry**, USDA/FAS

6-8 scientists/journalists from Asia, Latin America, Bosnia, Turkey, Africa TBA

**Independent global scientists**

**David Tribe**, Australian food scientist, Biofortified board

**Chiedozie Egesi**, Asst. Director Nigerian cassava breeding ([cegesi@yahoo.com](mailto:cegesi@yahoo.com))

**Invited academics/scholars** (16)

**Anastasia Bodnar**—co-founder of Biofortified

**Tim Pastoor**—science/ag literacy expert, former Syngenta toxicologist

**Guy Cardineau**—Biotechnology law/ASU

**Cynthia Scott Dupree**—Associate Chair of [Environmental Biology, U of Guelph](#)

**Jennifer Kuzma**—co-director of the Genetic Engineering in Society Center at North Carolina State

**Sylvia Melendez Klinger**—[Chicago dietician](#), nutritionist with MS in public administration, founder Hispanic Food Communications, specializes in community outreach

**Brandon McFadden**, University of Florida

**James McWilliams**—[Agricultural history professor at Texas State University](#)

**Randy Oliver**—Blogs at [Scientific Beekeeping](#). Neonicotinoids and GMOs. Beekeeping in [Journal of Apicultural Research and American Bee Journal](#)

**Amber Pankonin**—[Registered dietitian](#) licensed as a medical nutrition therapist and is a board certified specialist in pediatric nutrition, based at the University of Nebraska, Lincoln

**Joanna Saks**—West California Law ag expert

**Dave Stone**—Director, National Pesticide Information Center, Oregon State

**Rob Wallbridge**—organic farmer, writes for the GLP (may be there for part of event)

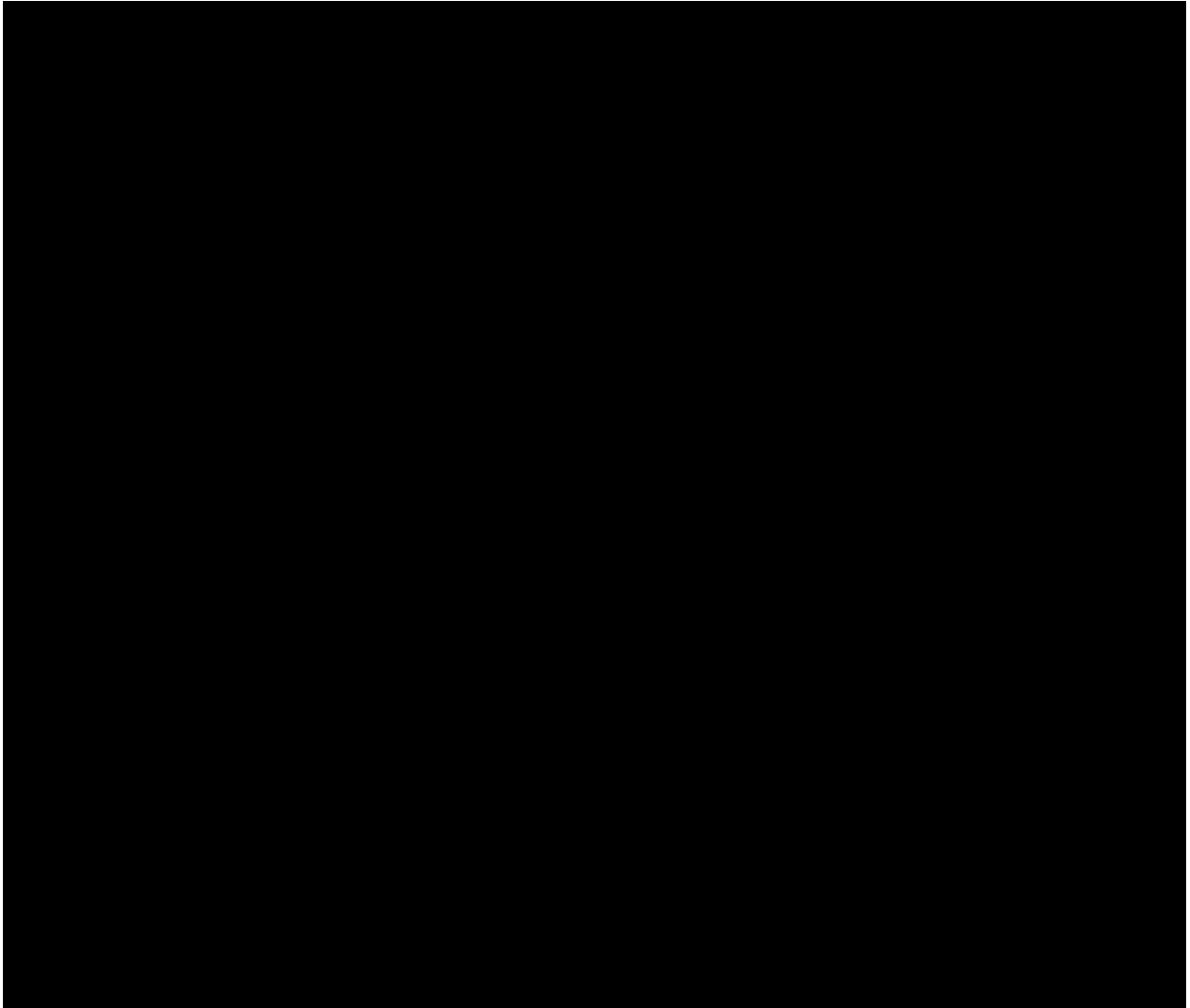
**Dave Walton**—Iowa corn and soybean farmer who uses GM (and non GM) seeds

**Mark Westhusin**—Texas A&M animal biotechnologist

**David Zilberman**—[Agricultural and resource economist, University of California Berkeley.](#)



**STUDENT FELLOWSHP INVITEES (confirmed in bold) (11 anticipated)**



**From:** [Jon Entine](#)  
**To:** [Pamela Ronald](#)  
**Cc:** [Denneal Jamison-McClung](#); [Alison Van Eenennaam](#); [Cami Ryan](#); [Stephanie Gorski](#)  
**Subject:** Re: Ted Nordhaus and chefs for June 3 event  
**Date:** Thursday, April 02, 2015 3:46:44 PM  
**Attachments:** [4-2-015 BLP Prospectus.doc](#)  
[ATT00001.htm](#)  
[BLP Attendees MASTER LIST -as of 4-2-15.docx](#)  
[ATT00002.htm](#)  
[BLP II DRAFT agenda outline 4-2-15.docx](#)  
[ATT00003.htm](#)

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Well, it's in your team's hands going forward! They would need to identify potential journalists/invitees and begin contacting them.

Attached below are all the latest documents:

Jon



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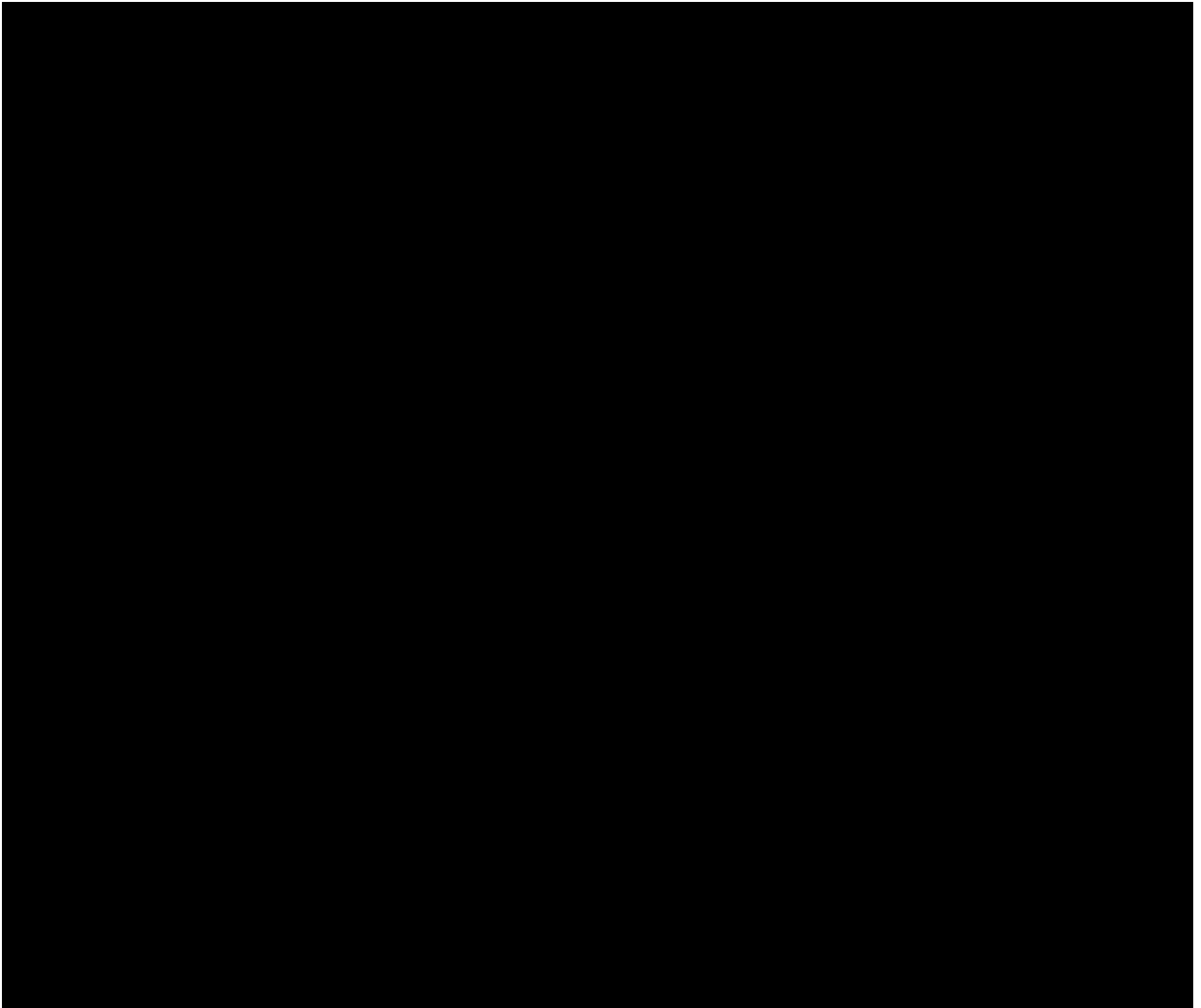
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