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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 scientists 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.

**Stephanie (Steph) Gorski:** Biotechnology Literacy Project Director  
PhD candidate, Entomology, North Carolina State University  
slgorski@ncsu.edu  |  (919) 332-1422

**Jon Entine, Genetic Literacy Project Executive Director**  
jon@jonentine.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 Klinger
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

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**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
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 he 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
BLP ROSTER

[THOSE IN BOLD CONFIRMED]

Running total of potential attendees

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

TOTAL: 76-78

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Stephanie Gorski
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James Murray—animal science, transgenic goats on campus
Ania Wieczorek (alum)
Christine Bruhn
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Michael Udvardi, Noble Foundation, runs lab at Noble, partly focused on genome editing
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6-8 scientists/journalists from Asia, Latin America, Bosnia, Turkey, Africa TBA

Independent global scientists
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Mark Westhusin—Texas A&M animal biotechnologist

David Zilberman—Agricultural and resource economist, University of California Berkeley.
STUDENT FELLOWSHIP INVITEES (confirmed in bold) (11 anticipated)
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
BLPII: 2nd 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?

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PhD candidate, Entomology, North Carolina State University

slgor@ncsu.edu  |  (919) 332-1422

**Jon Entine, Genetic Literacy Project Executive Director**

jon@jonentine.com  |  (513) 319-8388
4/2/2015

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## Biotechnology Literacy Project (BLP) Boot camp 2015 AGENDA

**University of California-Davis**

### May 31, SUN  
**FUTURE OF FOOD**  
**Venue:** Hyatt Place Hotel  

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12-5p</td>
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<tr>
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<td>6:00p</td>
<td><strong>Cocktails</strong></td>
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<td>6:45p</td>
<td><strong>Welcome greeting World Food Center:</strong> Roger Beachy</td>
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<td>7:00p</td>
<td><strong>Buffet dinner</strong></td>
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<td>7:30p</td>
<td><strong>Journalists Roundtable/Media/social media overview:</strong> Kevin Folta (moderator), Brooke Borel, Hank Campbell, Keith Kloor, Razib Khan</td>
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### June 1, MON  
**FUTURE OF FOOD**  
**Venue:** Mondavi Center  

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<tr>
<td>8:00-8:10a</td>
<td><strong>Problems/Challenges:</strong> Pamela Ronald</td>
</tr>
<tr>
<td>8:10-9:00</td>
<td><strong>Overview:</strong> Jay Byrne &amp; Q&amp;A</td>
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<tr>
<td>9:00-10:00</td>
<td><strong>Organic foods, marketing and labeling:</strong> Bruce Chassy, Dave Tribe</td>
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<td></td>
<td><strong>Break</strong></td>
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<td>10:15-11:15</td>
<td><strong>GMOs and Chemicals:</strong> Hank Campbell (moderator), Dave Stone, Brandon McFadden</td>
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**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

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**June 2, TUE**

**COMMUNICATION WORKSHOP**

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June 3, WED  GLOBAL FOOD SECURITY

Venue: Mondavi Center

8:00  Breakfast

CONCURRENT SESSIONS

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(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

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

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