

Food & Agricultural Advocacy Background & Best Practices

AATF

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Eco-advocacy issues & trends context



Associated Press



- **Political roots** from 1960's in U.S. and 1970/80's fall of Soviet influence
- Starting in the **late 1980's** **coordination** among environmental advocacy groups has formalized
- Three – five year major topic-focused campaign **cycles targeting specific industries and issues**, e.g.,
 - Toxic chemicals
 - Ag practices
 - Energy & natural resources issues

Ag-NGO coordination and planning

Cycling ag-related campaigns to avoid issues and donor fatigue with 3-5 year campaigns

- Late 1980's – pesticides (Alar in Apples)
- Late 1990's – GMOs
- Mid 2000's – antibiotic resistance, CAFOs
- Now – GMOs, pesticides and seed sovereignty combined

Planning (2009 – 2011) via groups like EGA and SAFSF

- Foundations and other donors seeding research (e.g., Seralini, Benbrook, PANNA)
- NGO infrastructure and staffing put in place (e.g., CFS & California office)
- Corporate, labor and political partnerships and campaigns established (e.g., Real Food Alliance, Organic Valley & Stonyfield initiatives)
- EGA now boast more than 200 members with \$200 billion in assets coordinating \$2 billion in campaigns annually

Ag biotech advocacy history

- Historical context and background of anti-biotech movement
 - Advocacy opposition **started with socio-economic aspects**, principally patents in the United States in early 1980s
 - Early opposition was **largely outside the environmental movement** until first products introduced for regulatory approvals
 - **Initial eco-advocacy in U.S. led by Greenpeace was largely unsuccessful** and lacked broader advocacy and commercial engagement in early 1990's
 - **Moved to Europe with a focus on trade and labeling** where a partnership model with organic industry became success model in mid 1990's
 - **International anti-globalization**, sovereignty and economic intersections established with political movements in mid 2000's
 - **North American campaigns re-established** with broader organic and social responsibility business partnerships 2008-present
 - *Must be viewed in **context of broader NGO/advocacy movement***

The environment today

- Globally coordinated campaign seeded in 2008-2009, launched 2012 and **will extended to 2015-17.**
- Integrated with **broader crop protection and anti-corporate themes & stakeholders**
- Emerging “new” advocacy-political and business models with **millennial generation oppty/challenge**



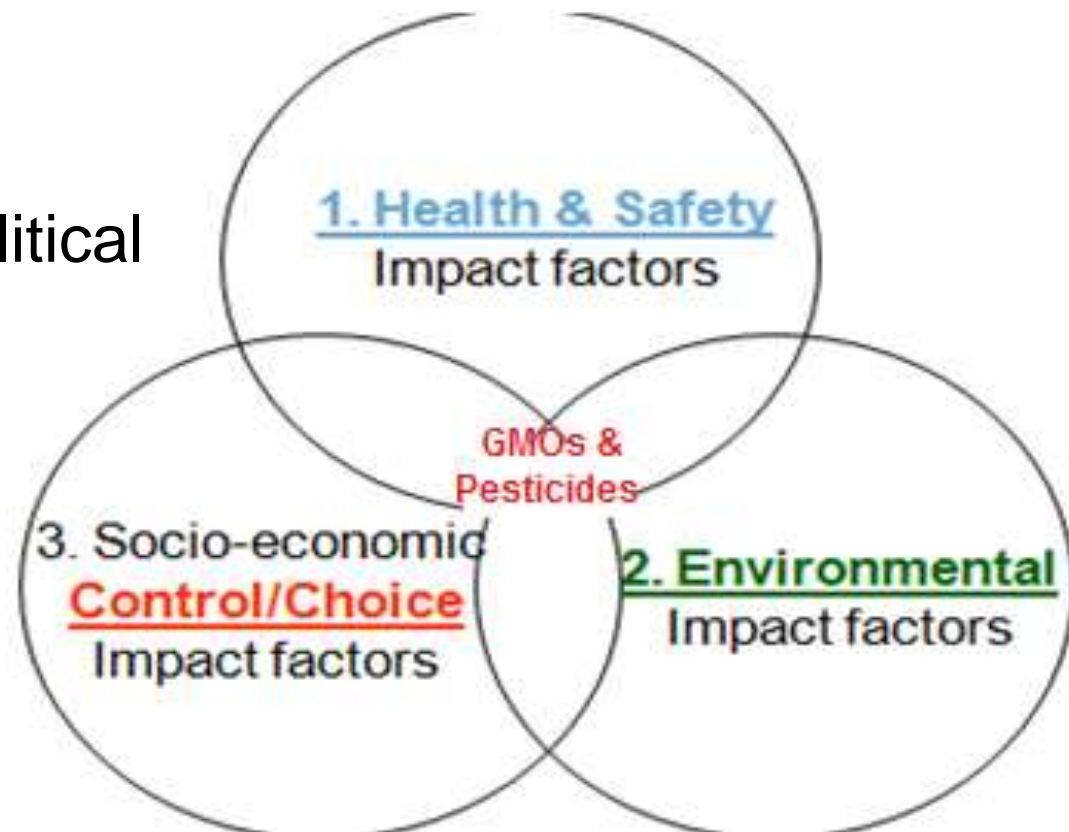
Common factor: Risk-driven story telling

Advocacy campaign “risk” orientations:

- Health/Safety
- Environmental
- Socio-economic/political

Typical allegory/stories:

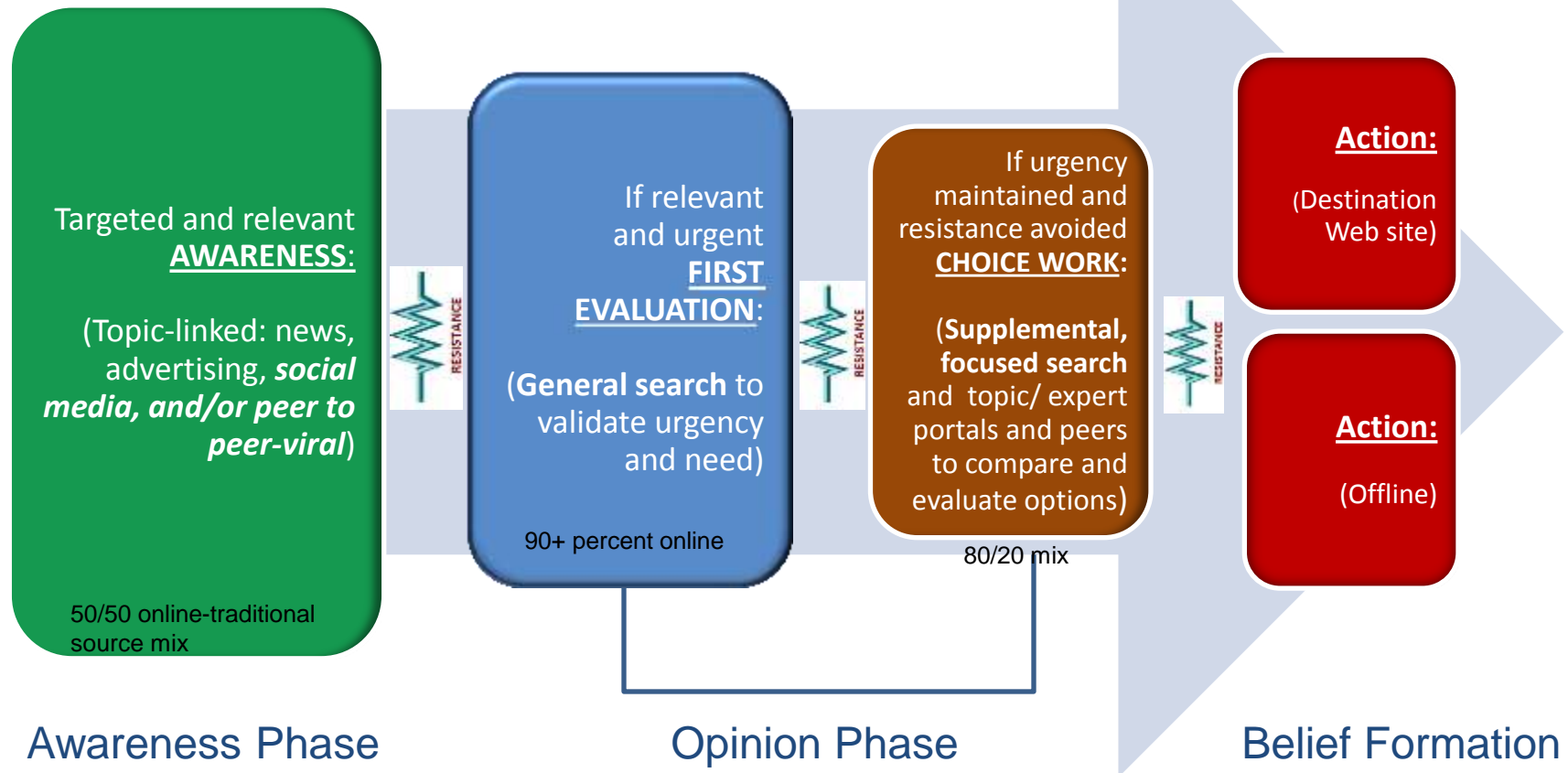
- Villains
- Victims
- Heroes



Risk-driven messages and story telling *prompts opinion formation.*

Influence model background “belief formation”

Online visibility, usability and measurability as a model for “**risk**” awareness to **belief formation behaviors**:



Food & ag focused campaigns today



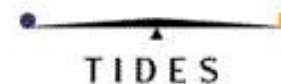
U.S. advocacy targeting food & agriculture

- Agbiotech Info Net
- Agribusiness Examiner
- ACGA
- American Pasturage
- APHIS
- Animal Rights
- Beyond Pesticides
- NCF
- Center for Food Safety
- Center for Environmental Health
- Center for Food Safety
- CSF
- Chemical Safety
- Child Welfare
- Community Food Security
- Consumer Watchdog
- Crop Insurance
- David Suzuki Foundation
- Dawg
- Deep
- Eco-Trust
- Economic Democracy
- Earth Spirit
- Earth First
- Environmental Defense
- Environmental Media Services
- FAIR
- Family Farm Defenders
- Farm Animal Reform Movement
- Farm Aid
- Farm Sanctuary
- Friends of the Earth
- PETA
- PCRM
- PIRG
- Public Citizen
- Purdey Fund
- Sierra Club
- SEAC
- Water Keeper Alliance

More than 500 activist organizations in North America are spending in excess of \$2.5 billion annually engaging in food-related campaigns targeting conventional practices, biotech-related trade, obesity, labeling, animal welfare, testing and other regulatory and market constraints.



NRDC



PETA

Global players (sample)

- Greenpeace
- Consumers International
- Third World Network
- ETC Group (RAFI)
- Gene Watch
- Friends of the Earth
- Global Greens
- GeneWatch
- Oxfam
- GRAIN
- EarthFirst!
- La Via Campesina
- Action Aid
- GEAN
- International Forum on Globalization
- Polaris Institute

AFR regional players (sample)

- Africa Green Federation
- Africa Centre for Biosafety
- Biowatch SA
- Coordination National des Organisations Paysanne
- African Biodiversity Network
- Eastern & Southern Africa Small Scale Farmers' Forum (ESAFF)
- Inades-Formation
- PELUM
- Kenya Biodiversity Coalition
- Institute for Culture and Ecology
- Institute for Sustainable Development (ISD)
- Mupo Foundation
- Environmental Monitoring Group (EMG)
- KEGCO
- MELCA-Ethiopia
- COPAGEN

Typical NGO orientations targeting ag

Types of advocacy groups



Managing anti-GMO advocacy

Understanding:

- Who – stakeholders identified and defined
- How – funding, resources and partnerships
- What – tactics, collaboration, networks
- Influence – results evaluated, what matters

Influential advocacy stakeholder types

- Who – the key players and their networks involved in protesting **conventional agriculture practices, GMO specific example** (North American model):
 - About a dozen organizations with a dedicated focus on GMOs (**primary**)
 - Nearly 75 other organizations which have dedicated units or staff focused on GMOs (**secondary**)
 - Two hundred plus organizations which serve as syndicators and supporters via co-signers or funders on GMO-related topics for the primary and secondary groups (**tertiary**)

Primary influencers – who (NGOs)

Primary U.S. NGO Individuals

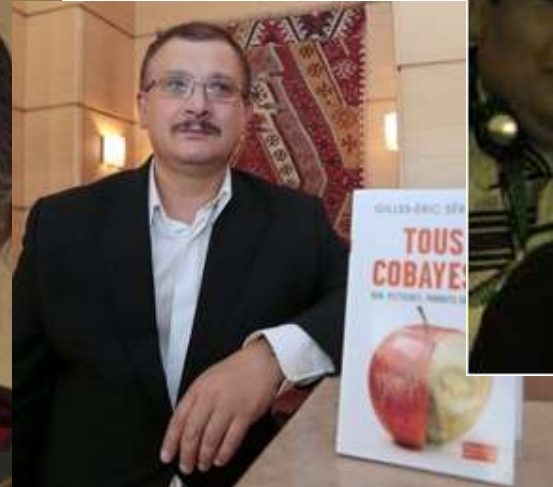


Primary influencers – who (commercial)

Primary U.S. Commercial Individuals



Other global influencers

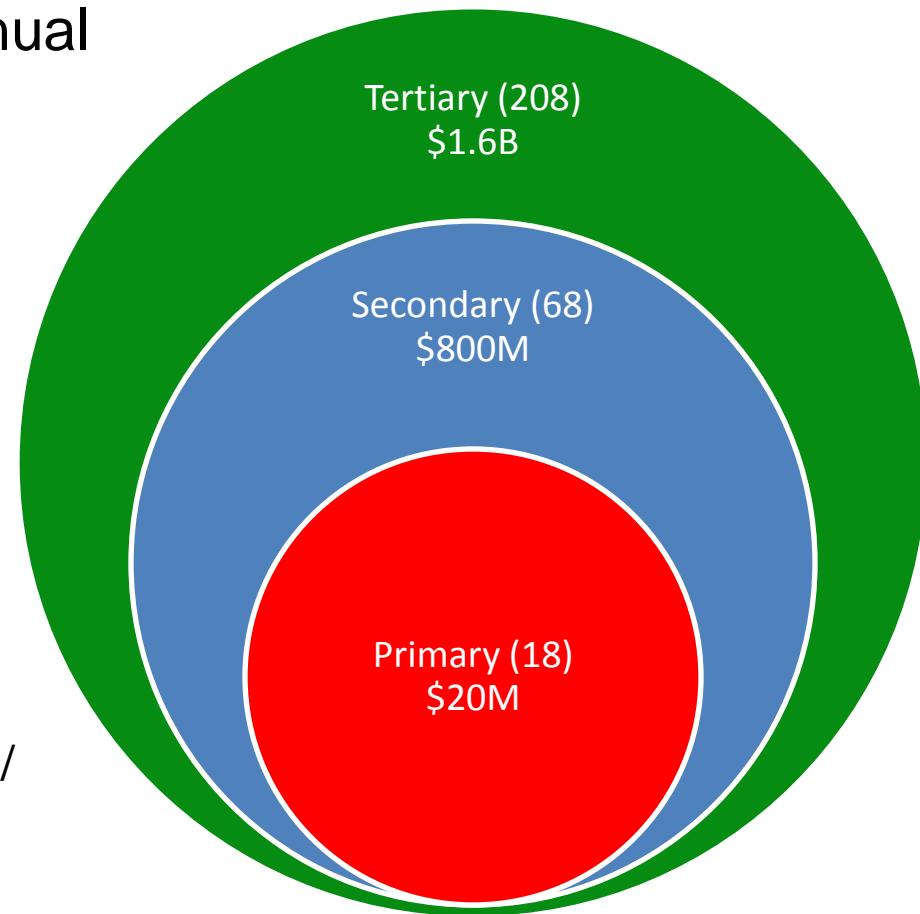


How: Organizations & resources (U.S.)

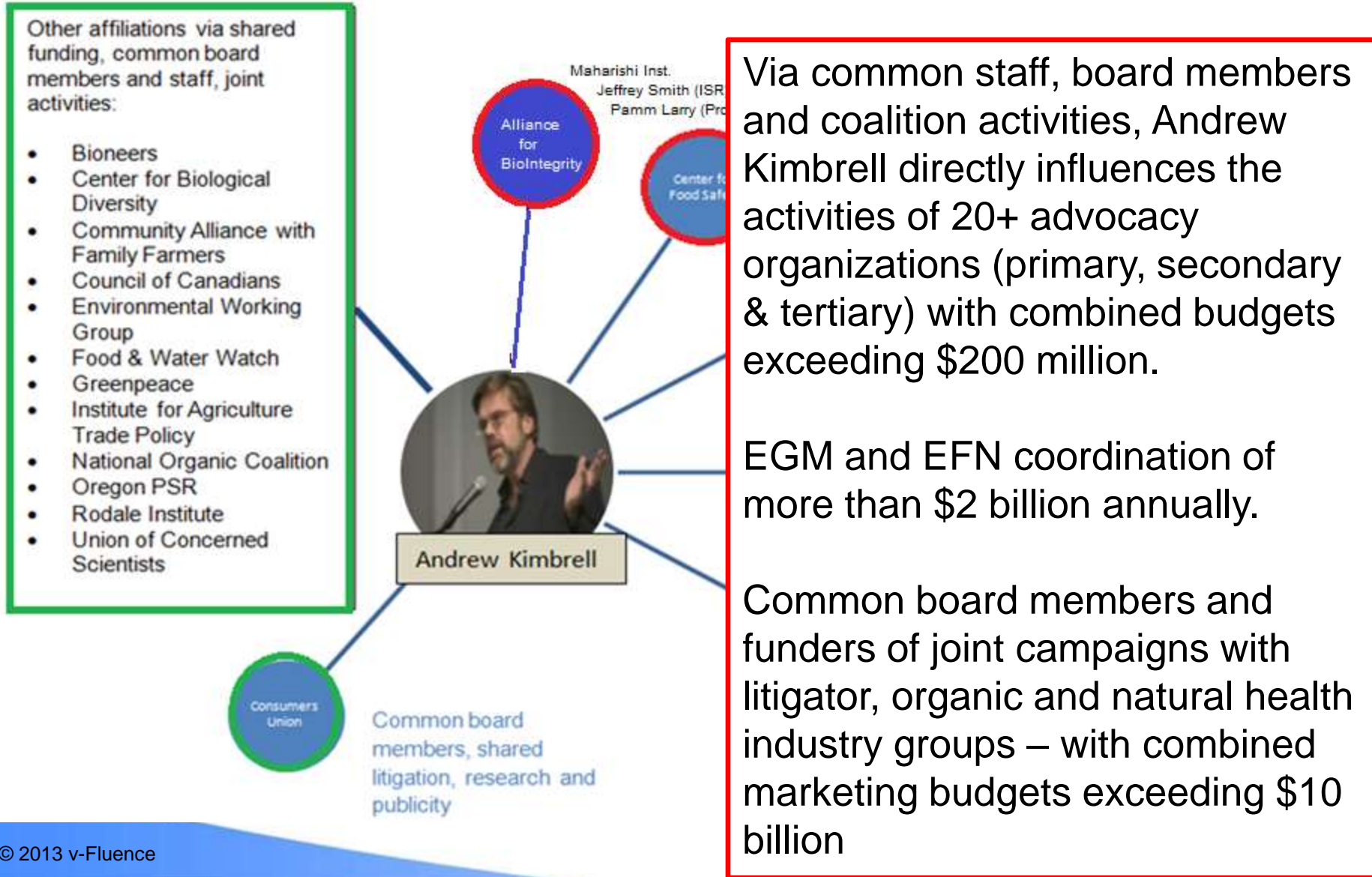
Some 300 formal and informal organizations with combined annual expenditures of **\$2.4 billion** in annual revenues are involved in anti-GMO advocacy in North America.

Funding sources are:

1. Foundations
2. Corporations
3. Wealthy individuals
4. Sales/ Subscriptions/ Memberships/ Litigation
5. Other individual donors
6. Government grants



Coordination and cross-pollination influence



Results:

Proliferation of (dis)-information sources



- Food Safety News & Food Poison Journal published by law firms
- Health and natural news published by alternative health & nutraceutical marketing groups
- Extensively cross-linked, syndicated and amplified via social media

Results:

What coordination and leverage look like

FOOD MATTERS
You are what you eat.

HOME ABOUT SCREENING RESOURCES NEWS STORE

GMO CORN LINKED TO CANCER TUMORS

By Mike Adams, Natural News

Eating genetically modified corn (GMO corn) has caused rats to develop horrifying tumors, widespread organ damage, and premature death. That's the conclusion of a shocking new study that looked at the long-term effects of consuming Monsanto's genetically modified corn. The study was published in The Food & Chemical Toxicology.

New GMO Study Bolsters Prop. 37 Supporters

French Scientist Links Genetic Modification To Rodent Tumors

Read More: News, Politics, Elections 2012, GMOs, Proposition 37

by Jacob Pierce on Sep 24, 2012.

The pro-Prop. 37 camp, which has a strong base in Santa Cruz, has some new ammunition in support of their cause, even as polls show them cruising to victory in their effort to mandate labeling of genetically modified food.

A newly released study claims to have found a connection between certain genetically modified organisms, or GMOs, and serious health problems in rodents. More specifically, the controversial report links Monsanto's trademark herbicide RoundUp—as well as the company's corn and the soy and corn products—with tumors, liver problems and kidney damage in rats.

Gilles-Eric Seralini, the French scientist who conducted the study, says the findings make a clear case for labeling of GMOs; the driving force behind Prop 37, which hits California ballots in November. GMO labeling is already mandated in several countries, including

Prop. 37 would require labeling on all genetically modified foods.

Money
Marketing Support
Coordinated
Activities

Non-GMO Shopping Guide

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4 SIMPLE TIPS to avoiding GMOs

1. Buy Organic—Certified organic products are good, intentionally exclude any GMO ingredients.
2. Look for "Non-GMO Project" certified seals.
3. Avoid white ingredients including soybeans, canola, cottonseed, corn, and sugar from sugarbeets.
4. Buy Products listed in our

Download the Shopping Guide Buy Pocket Shopping Guides

What are GMOs? Why should I avoid GMOs? How can I help? Feeling better eating Non-GMO?

Public Patent Foundation (PUBPAT)
Representing the Public's Interests in the Patent System

Organic Seed v. Monsanto

In March 2011, PUBPAT filed suit on behalf of 60 family farmers, seed businesses and organic agricultural organizations against Monsanto Company to challenge the chemical giant's patents on genetically modified seed. The organic plaintiffs were forced to sue preemptively to protect themselves from being accused of patent infringement should they ever become contaminated by Monsanto's genetically modified seed, something Monsanto has done to others in the past. The case, Organic Seed Growers & Trade Association, et al. v. Monsanto, was filed in federal district court in Manhattan and assigned to Judge Naomi Buchwald. In June, 2011, 23 additional plaintiffs were added to the suit, bringing the total number to 83.

Rather than provide plaintiffs with a binding promise that they would never sue them for patent infringement upon contamination, Monsanto filed a motion to dismiss the case in July 2011. In February 2012, the District Court judge dismissed the case, siding with Monsanto and finding that the plaintiffs' concerns over being contaminated with Monsanto's GMO seed and then accused of patent infringement were unreasonable, even though Monsanto has made such accusations in the past. In March 2012, Plaintiffs appealed the District Court's decision to the Court of Appeals for the Federal Circuit, which scheduled oral argument in the case to be heard on January 10, 2013.

Watch Dan Ravicher, Executive Director of PUBPAT and counsel to plaintiffs in Organic Seed v. Monsanto, discuss the lawsuit at the James Beard Foundation Food Conference:

SUING OUR WAY TO TRUST

Role of the Internet & social media



Risk-based awareness on health, environment and choice/control issues is highly viral and generates broader audience engagement outside of advocacy group followers



Awareness drives people to inquiry (online)

- Every month there are more than 500,000 searches on biotechnology related terms – using more than 10,000 phrases
- There are some 2,200 websites with any measurable influence
- The top 50 have 65 percent of all influence

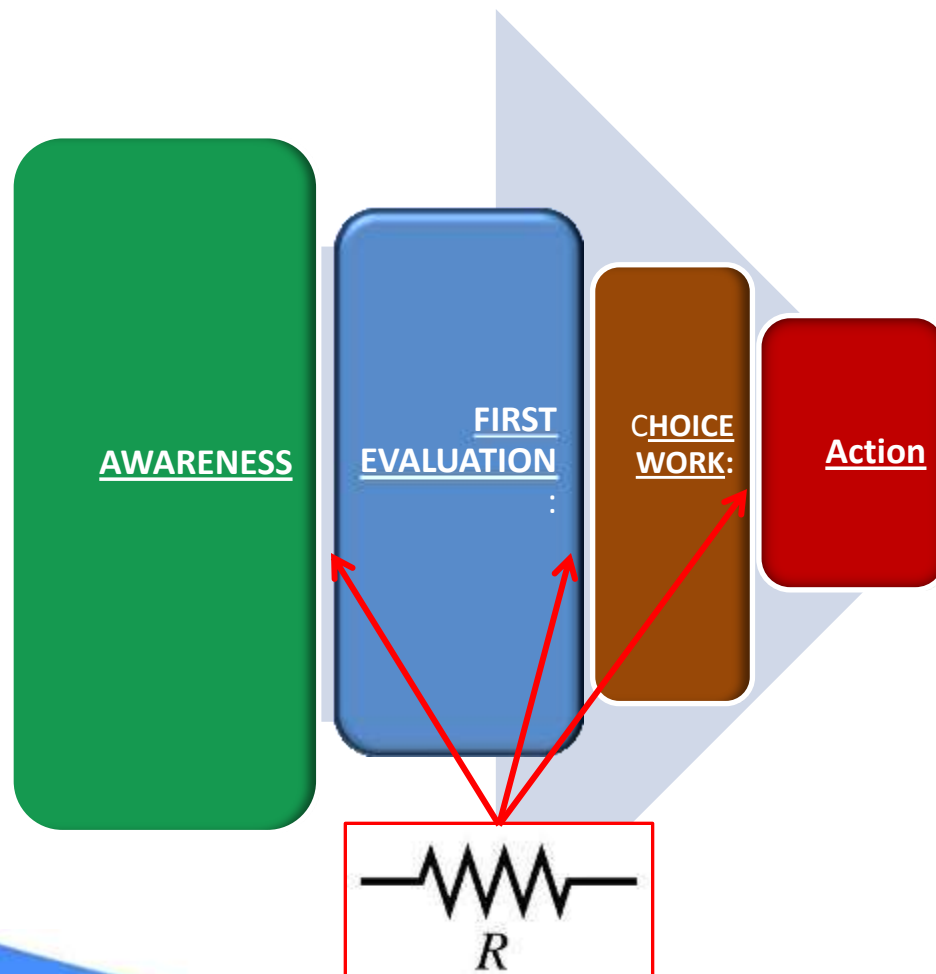
Organization/ URL influencing biotech online	Share	Type	Tone
1. en.wikipedia.org	12.664%	CGM	Mixed
2. bio.org	3.685%	NGO	Favorable
3. csa.com	3.460%	COM	Mixed
4. sciencedaily.com	3.195%	MSM	Mixed
5. fda.gov	1.845%	GOV	Neutral
6. answers.com	1.843%	CGM	Mixed
7. convention.bio.org	1.798%	NGO	Favorable
8. linkedin.com	1.756%	CGM	Neutral
9. who.int	1.743%	GOV	Neutral
10. ornl.gov	1.685%	GOV	Neutral
11. alteatherapeutics.com	1.678%	COM	Neutral
12. usersfsu.edu	1.644%	EDU	Mixed
13. ucsusa.org	1.605%	NGO	Negative
14. accessexcellence.org	1.588%	NGO	Neutral
15. genengnews.com	1.580%	NGO	Negative
16. gmo.com	1.356%	COM	Irrelevant
17. saynotogmos.org	1.343%	NGO	Negative
18. naturalnews.com	1.180%	COM	Negative
19. ncbi.nlm.nih.gov	1.085%	GOV	Neutral
20. biotechresearch.com	0.990%	COM	Favorable

Advocacy influence - results

- Advocacy groups measure success and are sustained via different models than those used by corporations. They have a much more long-term (not defined by quarterly financial reports) approach.
- Success is often defined by:
 - Negative publicity and awareness
 - Delays to implementation
 - Increased development and market costs
- From a general “awareness” to “belief formation” model online anti-biotechnology advocacy groups have dominant influence from a branded reference perspective. **(28% combined, non-overlapping influence over all biotech online content)**

Top 20 Biotechnology Issue Influential Advocacy Stakeholders	Biotechnology Online Environment Visibility
Greenpeace	18.07%
Center for Food Safety	12.97%
Union of Concerned Scientists	9.28%
Organic Consumers Association	8.23%
Organic Center (Charles Benbrook)	7.97%
Food First	6.60%
Rodale Institute	6.60%
Institute for Responsible Technology (Seeds of Deception/Jeffrey Smith)	6.38%
ETC Group/RAFI	3.77%
Pew Initiative on Food and Biotechnology	1.56%
Friends of the Earth	1.29%
Cornucopia Institute	1.28%
Genetic Engineering Action Network (GEAN) Hawaii	1.07%
Consumers Union (Urvashi Rangan, Michael Hansen)	0.85%
Sierra Club	0.78%
Beyond Pesticides	0.72%
Slow Food USA	0.63%
Institute for Agriculture and Trade Policy	0.57%
International Center for Technology Assessment (related to CFS)	0.57%
Northwest Resistance Against Genetic Engineering	0.57%

Results – negative beliefs formed



- High impact awareness through publicity, advertising and grassroots outreach **using risk-oriented villain and victims allegories**
- **Domination of online inquiry and choice work channels** with **reinforcing negative content**
- **Wealth of “action” opportunities to participate to lock in beliefs**

Seeds of change in the wind

“When public misunderstanding and superstition becomes widespread on an issue, irrational policymaking is the inevitable consequence, and great damage is done to peoples’ lives as a result.

This is what has happened with the GMOs food scare in Europe, Africa and many other parts of the world. Allowing anti-GMO activists to dictate policymaking on biotechnology is like putting homeopaths in charge of the health service, or asking anti-vaccine campaigners to take the lead in eradicating polio.”

- Mark Lynas, former anti-GMO campaigner

Hope

“Major agribusinesses are increasingly concerned about sustainability. No sustainability translates to no long-term supply... Another agricultural technology we should consider carefully is genetic modification. The National Academy of Sciences has found no adverse health effects from GMOs, and also concluded that they can be environmentally beneficial in some ways. Yet having a thoughtful debate on the merits and risks of GM foods has become nearly impossible.

The arguments are often based not in science but in ideology... We would also be smart to put more focus on making GMO technology available to lower-income farmers, given the potential benefits that climate-resilient GMO crops could bring to the developing world... But we cannot have such careful analysis if each side in the debate paints the other as evil or ignorant. We need passion on our side, but not at the expense of sound science and open minds.”

– Mark Tercek, president The Nature Conservancy

Managing advocacy

- Monitoring & stakeholder research
- Best practices in new media individually
- Enhanced collaboration and syndication among partners
- Responses and outreach require a foundation in risk communications
- Response, outreach and inoculation success requires speed, credibility and flexibility

Conclusions, considerations & discussion

- Anti-biotechnology advocacy is driven by a relatively **small core group of professional**, focused individuals and organizations (both NGO and corporate) – ***highly coordinated, well funded we should anticipate a 3-5 year anti-agriculture campaign period (2011-2014+)***
- These primary players are inter-connected with a much larger network of **well resourced (\$2-3 billion annually in North America)** and broader based **advocacy AND commercial entities**
- Anti-GMO (pesticide) advocacy **would not be sustainable or successful without support from corporate organic**, alternative health and natural product marketing interests – primarily organic marketing interests
- In developing marketing anti-biotech movement more closely tied to political organizations and movements
- Organic, natural product and alternative health linked advocacy and commercial interest groups have few (if any) incentives for constructive engagement while **openings exist with some environmental (conservation) and sustainable development advocacy groups in support of biotech and some crop protection practices**

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THANK YOU

Other related activities intensifying

Greenpeace Alarmed at US-Backed GMO Experiments On Children

Greenpeace has expressed alarm at a recent scientific publication (1) that suggests researchers, backed by the US Department of Agriculture (USDA) (2), fed experimental genetically-engineered (GE) 'golden rice' to 24 children (3) in China aged between six and eight years old.

"It is incredibly disturbing to think of the ethics, used children as guinea pigs in an experiment issued by Chinese Greenpeace East Asia. "Greenpeace experiments. We are calling for an end to the affected children and their parents."

GMO Study Says Fed Lifetime of GM Food to Kids

Anthony C. ...
Natural Sc...



Principles

The global movement for food justice is critical for the future of us who eat. The...

Real Food Real Jobs
UNITE HERE, recognize the value of food workers much to contribute to the economy and gain from its success.

Food service workers are the backbone of our food system and their front-line work keeps consumers safe. Yet they bear the brunt of our dysfunctional food system, particularly high rates of food-related illness.

Real Food Real Jobs
principles.



LATEST FROM US



Food Scorecard Will Put Politicians on the Menu
Read more >

All of these attacks on conventional agriculture occurred in September & October of 2012 – indicating a significant intensification of activist activity more than two years in the planning.

A Generation in Jeopardy

How pesticides are undermining our children's health & intelligence

With

culture, Biotechnology, ...
s, Monsanto, Pesticides,

herbicide may increase defect

FoxNews.com

GMO crops need more and more pesticides to keep off weeds and insects, according to a new...

He remembers, too, the response...

Monsanto's combination of genetically modified seed and Roundup herbicide was supposed to ensure that crops across America grew tall while weeds were laid low.

© 2013 v-Fluence

Food labeling campaign example

- Bringing together primary (anti-GMO) activists with secondary and tertiary broader eco/health/political NGOs.
 - California labeling campaign claims more than **1,800 supporting food & ag, health, environmental, and political interest groups**
 - Same small core group of activists driving this campaign
 - Largely funded by the organic & natural products industries



Results – search interest

- Are campaigns working - inquiries online?

Monthly searches	2011	2012
All food label-related	27,000	32,000
GMO-specific label interest	0.01%	7.22%
Organic or natural-specific label	0.84%	0.42%

- Awareness & interest in biotech-related labeling remains small but increased by more than 72,000 percent in one year at time when interest in organic labels actually decreased (50) percent.
- **Awareness & interest is growing** – latest month more than 7,000 queries using some 300 “GMO” related labeling linked terms

Results – what they find

- For all general (non-biotech specific) labeling search interest:
 - 1,500 destinations found against various labeling search terms
 - **Top 50 have 75 percent of all influence** (visible results on page one)
 - While less than 8 percent of queries (interest) is specific to GMO's and organic combined:
 - **28 percent of all results include references and information about organic topics**
 - **26 percent of all results included GMO or biotech references**

Top online influencers

- General labeling interest

Top online general labeling influencers

1. fda.gov
2. kidshealth.org
3. mayoclinic.com
4. nal.usda.gov
5. wikipedia.org
6. healthchecksystems.com
7. nutritiondata.self.com
8. foodlabels.com
9. ehow.com
10. heart.org

- The top 50 sites have 75% of the influence – but users will find information about organic & GMOs on more than 1/3 of all these destinations

- Biotech-specific labeling interest

Top online biotech labeling influencers

1. CARighttoKnow.org
2. Forbes.com
3. gmo-compass.org (EU)
4. NaturalNews.com
5. ext.colostate.edu
6. triplepundit.com
7. Huffingtonpost.com
8. Grist.org
9. ams.usda.gov
10. JustLabelIt.org

- Of the top 50 with 72% of the influence more than 30 are organic /anti-biotech and only 2 are industry/biotech sources