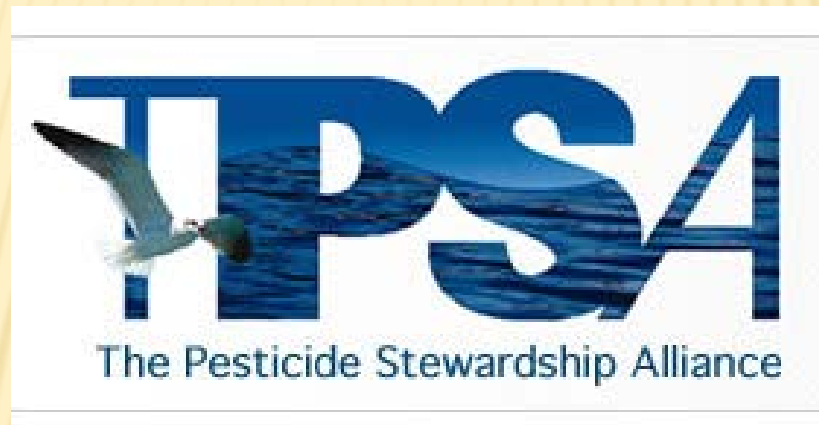
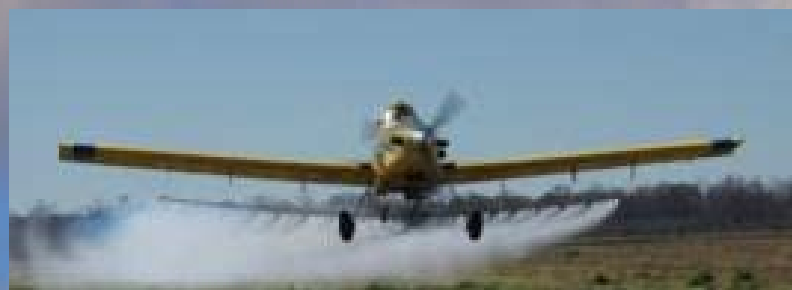


# ***GMOS, CHEMICALS AND MODERN AGRICULTURE:***

***IF YOU TRY TO BAN THE FUTURE  
IT WILL JUST HAPPEN SOMEPLACE ELSE***

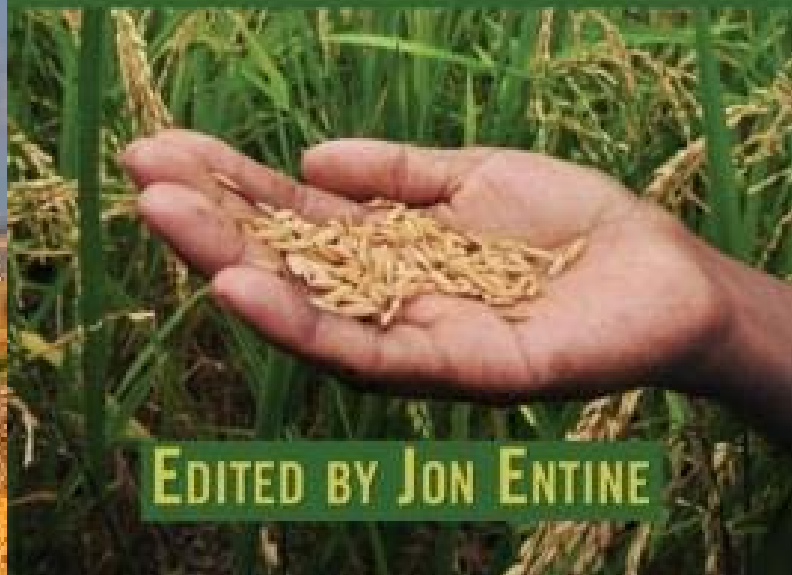


Jon Entine  
February 10, 2016

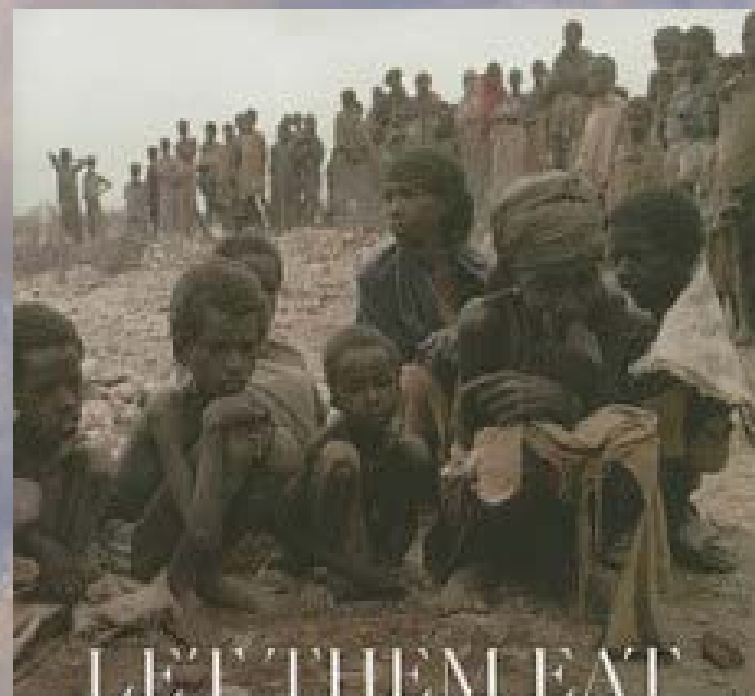


# Crop Chemophobia

WILL PRECAUTION KILL  
THE GREEN REVOLUTION?



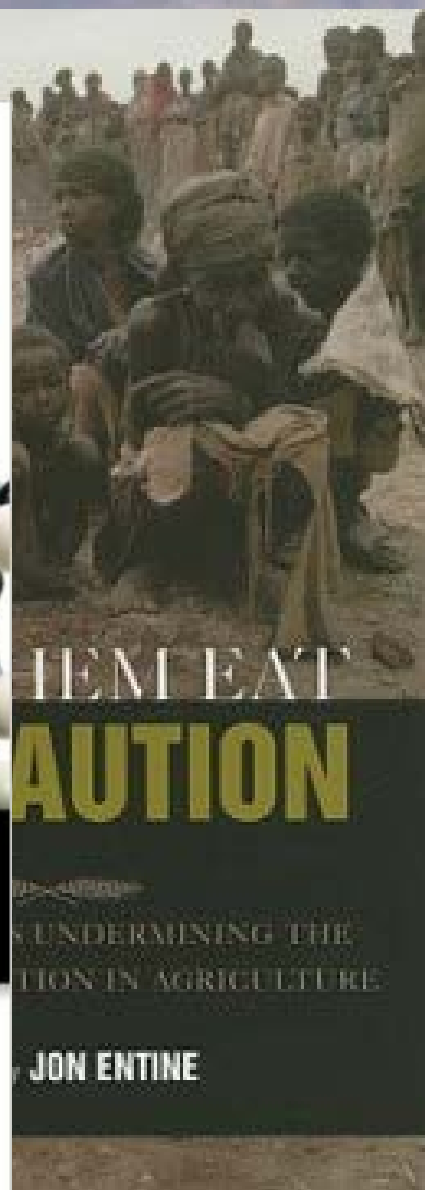
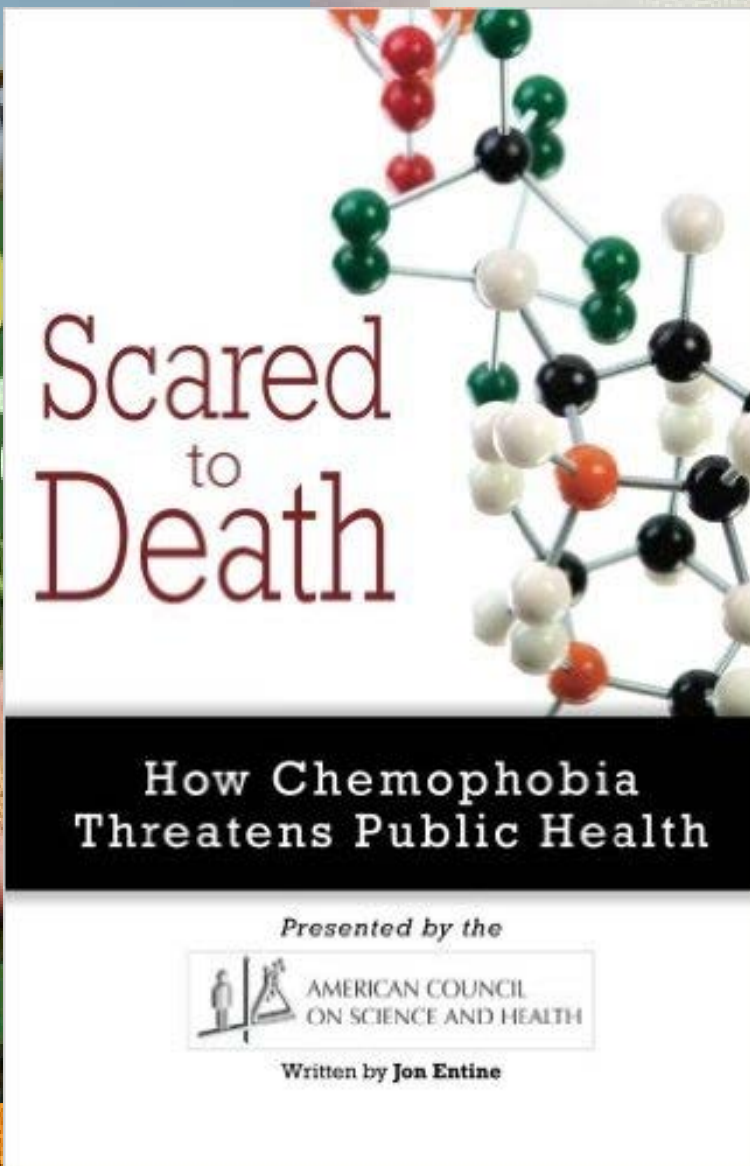
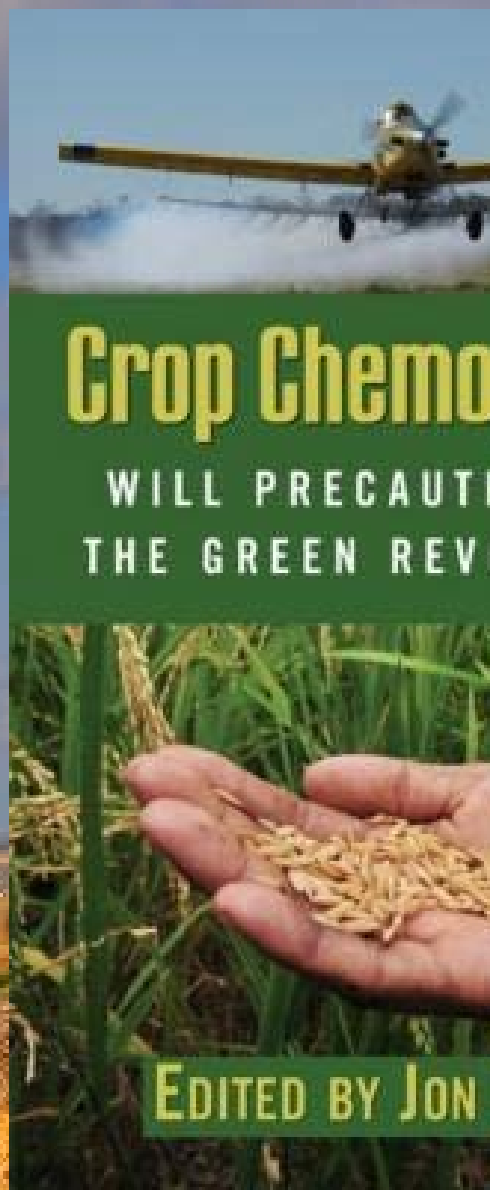
EDITED BY JON ENTINE



# LET THEM EAT PRECAUTION

HOW POLITICS IS UNDERMINING THE  
GENETIC REVOLUTION IN AGRICULTURE

*Edited by* **JON ENTINE**





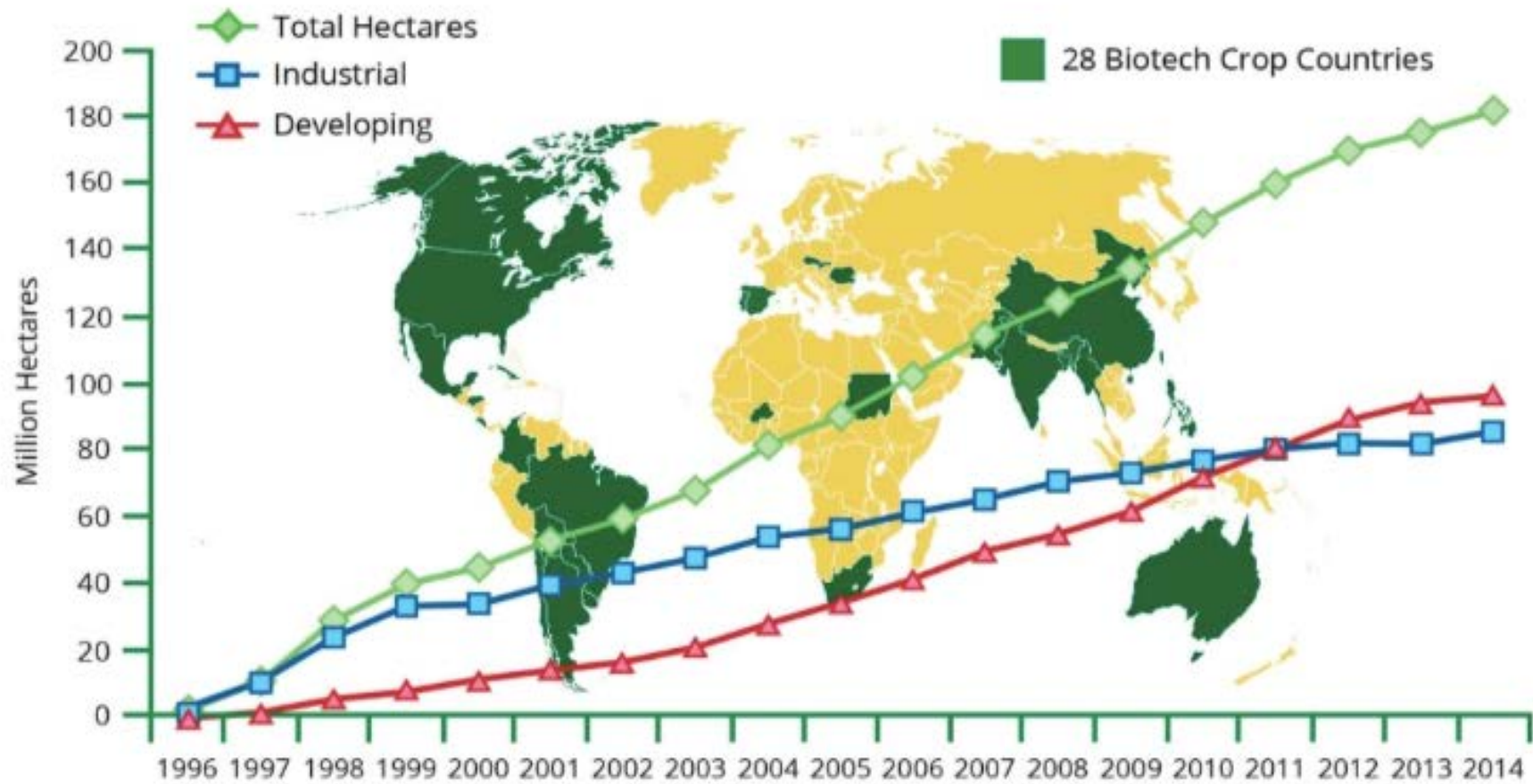




A photograph of a lush green cornfield with tall stalks and developing ears of corn. The field is in the foreground, and the background shows a clear blue sky with fluffy white clouds. The text is overlaid on the upper portion of the image.

# MYTH: Media Is Biased in Favor of Big Ag







# “INDUSTRIAL AGRICULTURE”

## Corporate Concentration in Agriculture

Limiting Choice and Forcing Family Farmers Out of Business



## MONSANTO



**NO FOOD  
SHALL BE  
GROWN  
THAT WE  
DON'T OWN**

# ORGANIC AGRICULTURE



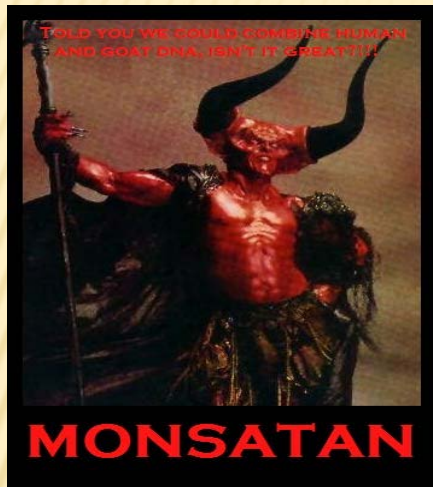


# MGU-MEDIA COLLEGE





# BRAVE NEW WORLD OF AGRICULTURE?





# ANTI-GMO JUNK SCIENCE

## Monsanto's GMO Corn Linked To Organ Failure, Study Reveals

Huffington Post · Katherine Goldstein/Gazelle Emami

First Posted: 03/18/10 06:12 AM ET · Updated: 05/25/11 04:10 PM ET

React > Inspiring Enlightening Infuriating Scary Helpful Amazing Innovative Adorable

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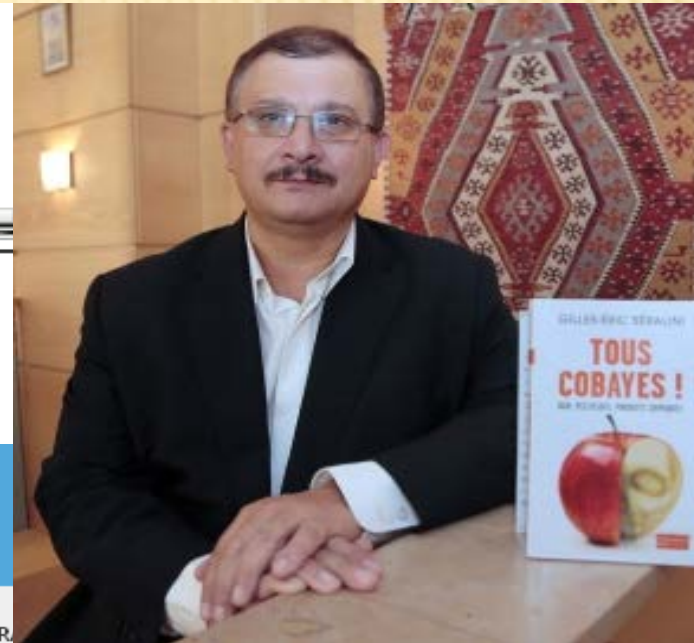
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NEWS & ARTICLES | BUZZ | REFERENCE | SPECIAL REPORTS | VIDEOS | R



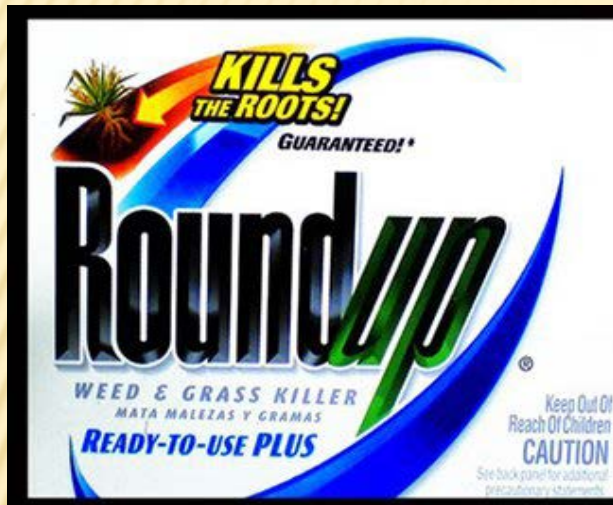
### Shock findings in new GMO study: Rats fed lifetime of GM corn grow horrifying tumors, 70% of females die early



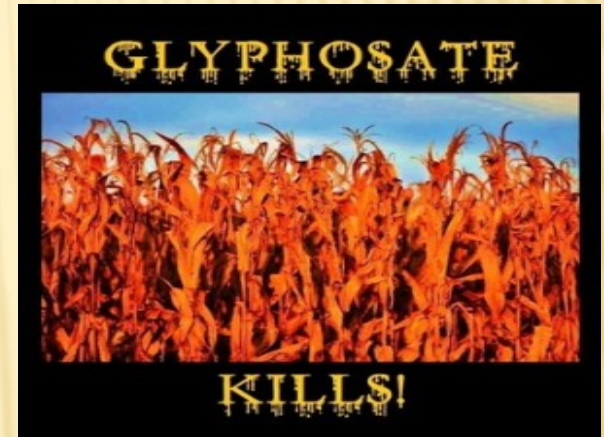
Wednesday, September 19, 2012  
by Mike Adams, the Health Ranger  
Editor of NaturalNews.com ([See all articles...](#))



# FARMING-GLYPHOSATE CHEMICAL SCARE

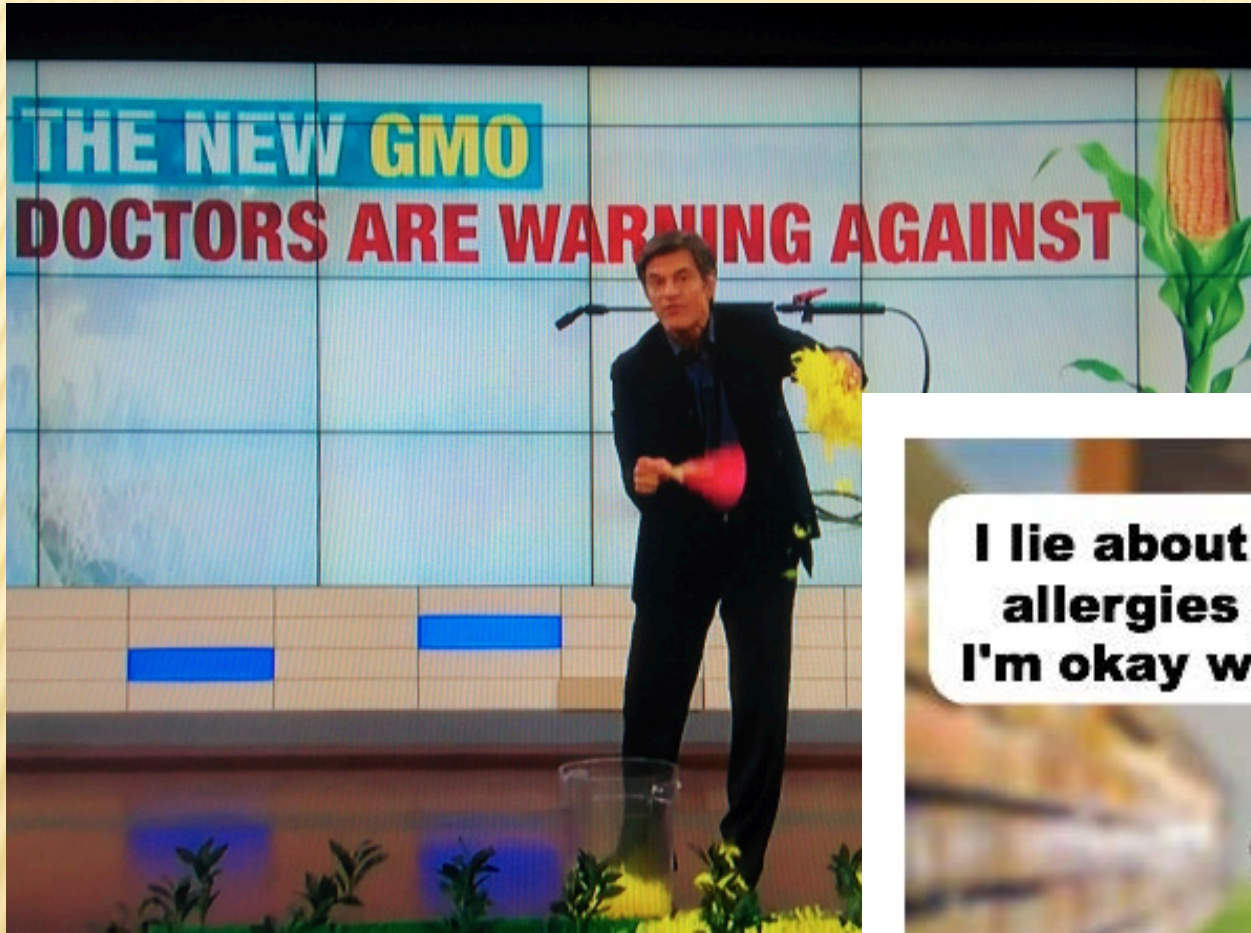


"Probable  
human  
carcinogen"





# CELEBRITY CRITICS OF MODERN AGRICULTURE



Dr. OZ

Food Babe



**GREENPAGES**

The hub of sustainability:  
Connect, explore, change the world

## Dictionary

Members

**Exercises**

## Products

### Competitions

**People**

## Experiments

[Post a News Story](#)

## Toxins in human & foetal blood found to be caused by genetically modified food

Viewed by Biological Farmers of Australia 2 years ago

Research in Canada has identified a Bt toxin, produced by genetically modified (GM) insect resistant crops, in the blood of women. The study also shows the toxin was passed on through fetal blood.



born babies contaminated with  
udy finds

art A. Huff, staff writer

m Mother

ENCLOSURE A. MATHS. CHINESE & OTHER

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TOPICAL

Select Category

WE WARE ATTEMPTED TO INTEREST YOU

RT @TimesLive: Cyber hacking to overshadow summit between Obama and China's Xi [@GunsAndCats](#) —

15 hours

RT @tubc: Together they stand alone. 1  
[#MissionImpossible](#) Season 2 premieres July 14  
 on [#ABC](#): [abc.com/missionimpossible](#) (Music by  
 @johncaserta) —



# 100% ORGANIC ZONE



# 100% ORGANIC ZONE





# 'NATURAL' AS LIFESTYLE/RELIGIOUS CHOICE



# 'NATURAL' AS LIFESTYLE/RELIGIOUS CHOICE



Join the \$290 billion U.S. LOHAS market.

**LOHAS is an acronym for Lifestyles of Health and Sustainability, a market segment focused on health and fitness, the environment, personal development, sustainable living, and social justice.**



# 'NATURAL' AS LIFESTYLE/RELIGIOUS CHOICE



**\$250 Billion**

LOHAS is a market segment focused on health and sustainable living, the environment, personal development, and social justice.

# ANTI-GMO AS LIFESTYLE/RELIGIOUS CHOICE





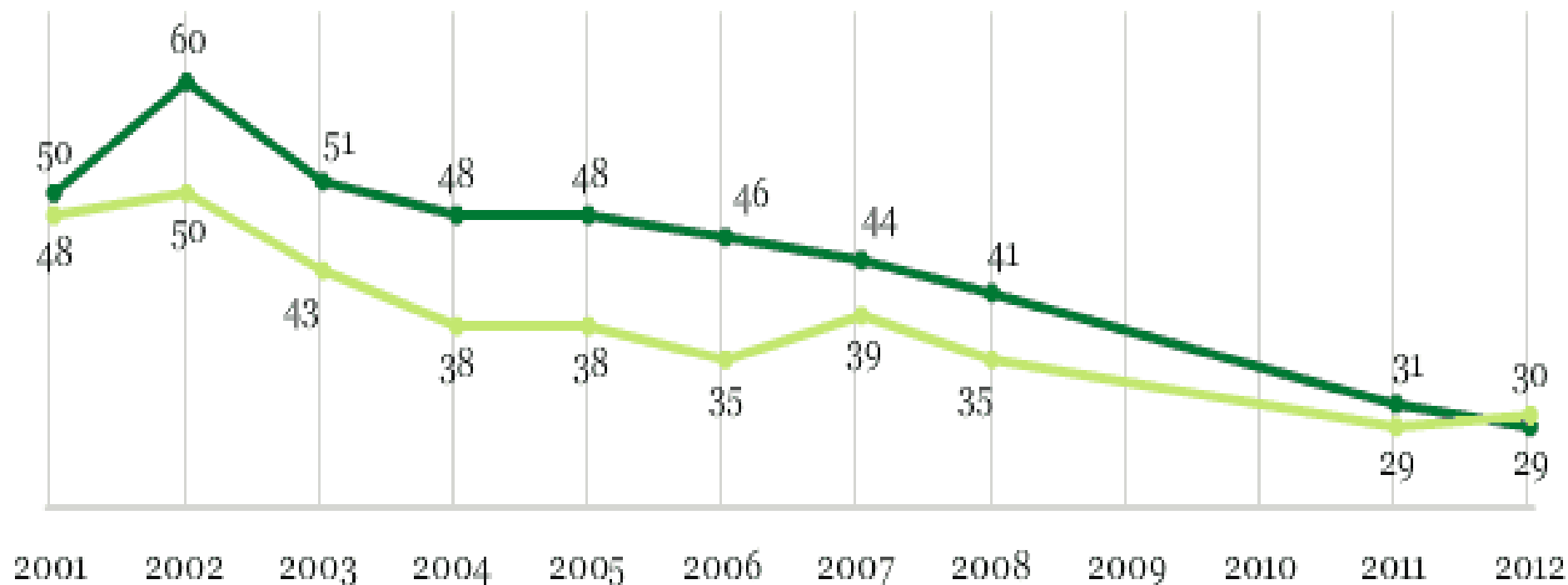
# ANTI-GMO AS LIFESTYLE/RELIGIOUS CHOICE

*Satisfaction With Size and Power/Influence of Federal Government and Major Corporations*

Total % satisfied

■ Federal government

■ Major corporations



# Anti-Tech NGOs



**E**NVIRONMENTAL  
WORKING GROUP



**Friends  
of the Earth**



**SIERRA  
CLUB**  
FOUNDED 1892



**Consumers  
Union**  
Nonprofit Publisher  
of Consumer Reports



**Pesticide  
Action  
Network**  
NORTH AMERICA



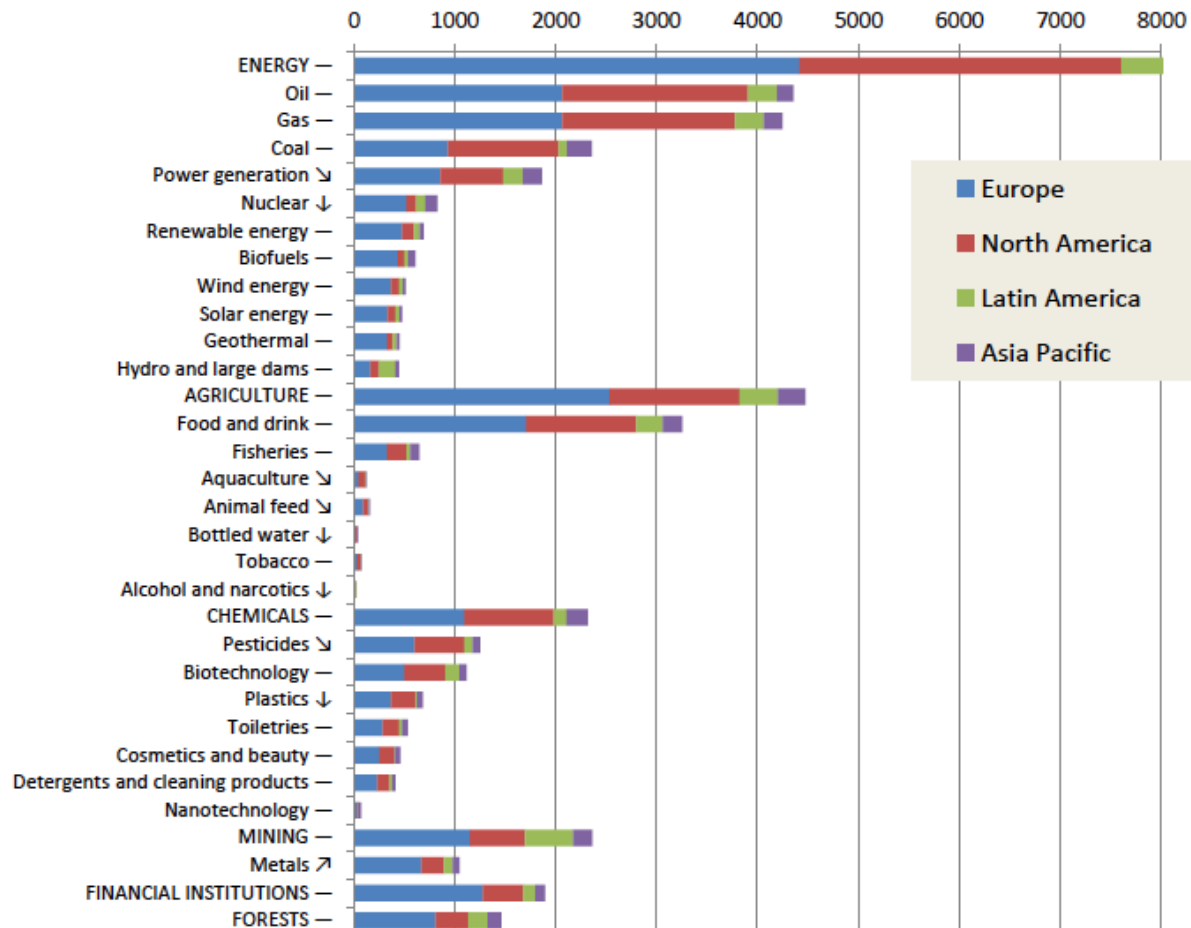


# Sectors Targeted by NGOs

**SIGWATCH** | NGO TRACKING  
& ISSUES ANALYSIS

## Sectors ranked by activist activity

Total activist activity by sector from February 2013 to January 2014, weighted for influence of the NGOs involved. Symbols to right of sector labels indicate whether global NGO activity has been rising, falling or stable during this period.

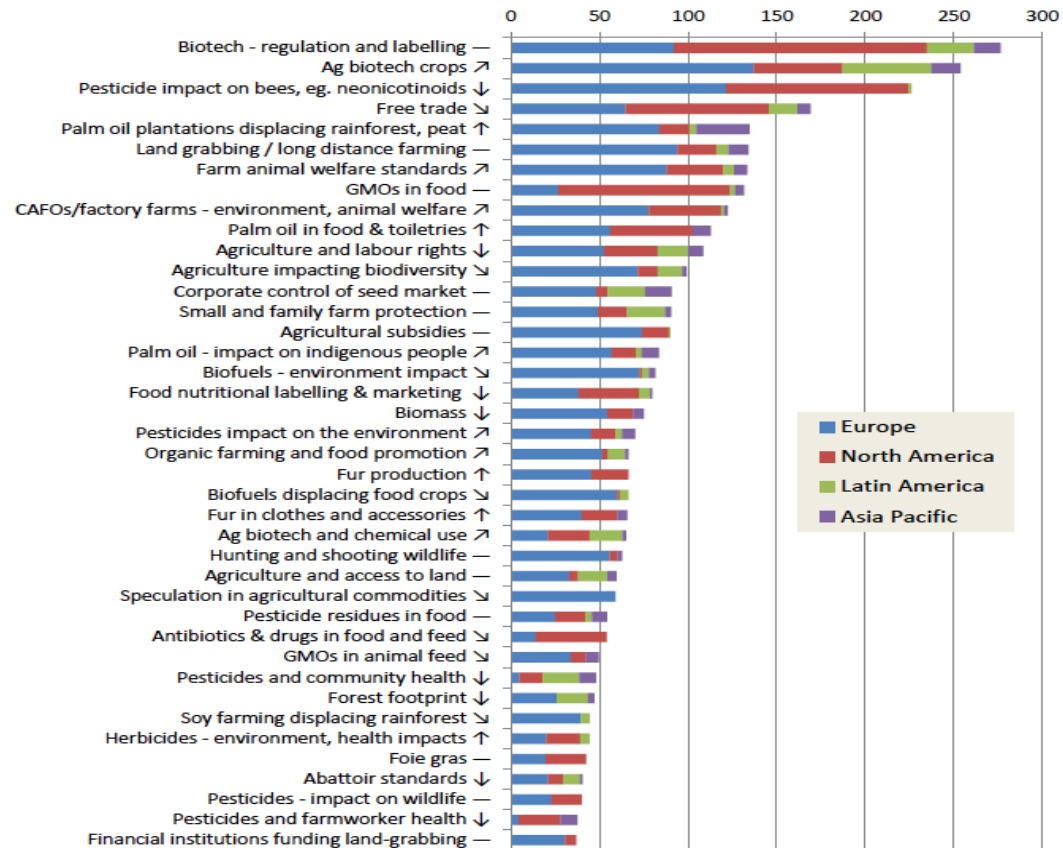


[illegible]

**SIGWATCH** | NGO TRACKING  
& ISSUES ANALYSIS

Agriculture: Top 40 issues (out of 151 tracked by SIGWATCH in this sector)

*Total activist activity in Agriculture from February 2013 to January 2014, weighted for influence of the NGOs involved. Symbols to right of issue labels indicate whether global NGO activity has been rising, falling or stable during this period.*





# The environment today for the food/ag sectors

- Globally coordinated anti-conventional agriculture campaign seeded in 2008-2009, launched in 2012 and which **will extended to 2015-17** to disparage non-organic, 'big ag' and technology-linked production systems
- **GMOs** integrated with **broader crop protection, animal ag and anti-corporate themes** – **most intense advocacy initiative in 20 years**
- Emerging "new" advocacy models **opportunistically partnering with political and business stakeholders** who profit or benefit from disruptions in food security

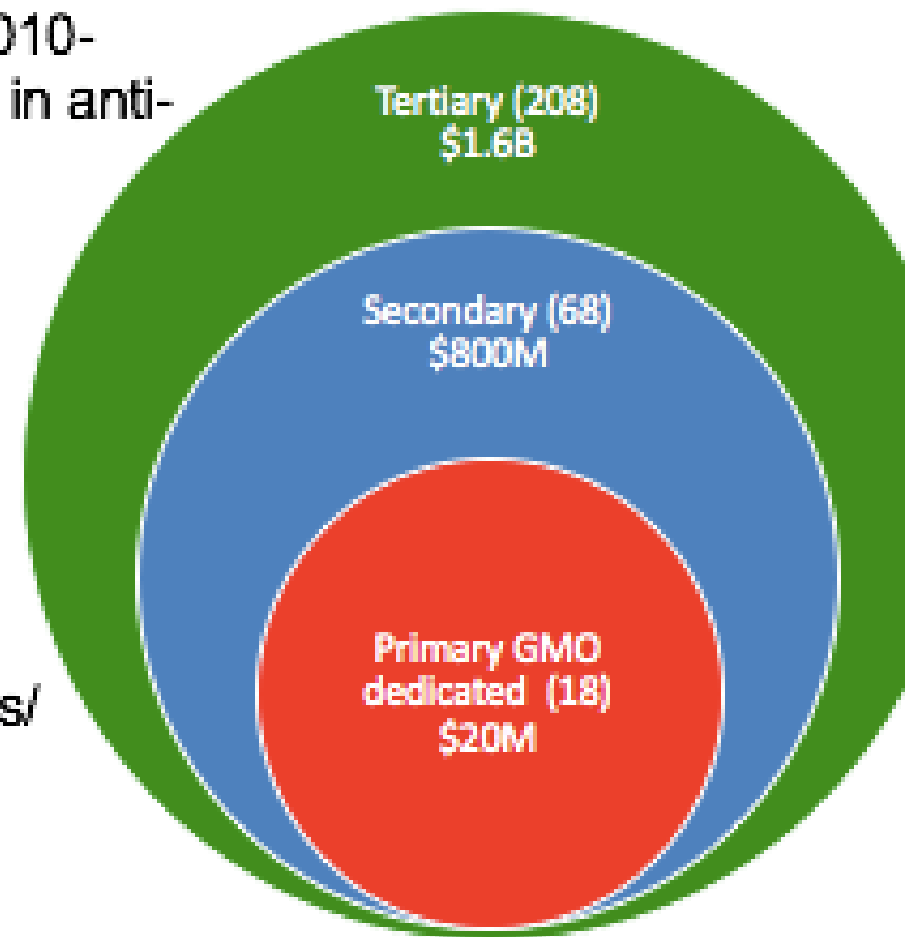


# Resources: Expenditures and income sources

USA example: 500-plus formal and informal "**non-profit**" organizations with combined annual expenditures of **\$2.5 billion** (2010-2011) in annual revenues are involved in anti-ag 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





# Aggressive direct to consumer tactics: Paid social media and advertising


U.S. organic companies like Stonyfield and organic trade lobbying groups paying bloggers to attack GMOs & pesticides

Hypocrite GMO opponents are paying bloggers to shill. Here's how to call them out.

 Kevin Senapathy • May 16, 2015



European organic co-op paid advertising claiming pesticide levels in children who don't eat organic are alarmingly high

Bad Chart Thursday: Organic Cherry Picking  Melissa Walker • May 7, 2015



"I don't know about you, but when I'm looking for scientific health information I can trust, I turn to supermarket chains and ad agencies."

Have'n't you heard? They conduct real science experiments now. Using a lab and everything. Just not experiments that cost you hear about their UNDISPUTABLE results.

Coop, a Swedish organic grocery chain, partnered with ad agency Forman & Bodenshoen to experiment on a Swedish family of five for three weeks. The first week, the family ate non-organic, then switched to organic for the next two weeks. The results showed that the family's pesticide exposure was significantly lower when they ate organic.

## Organic, natural & alt health marketing

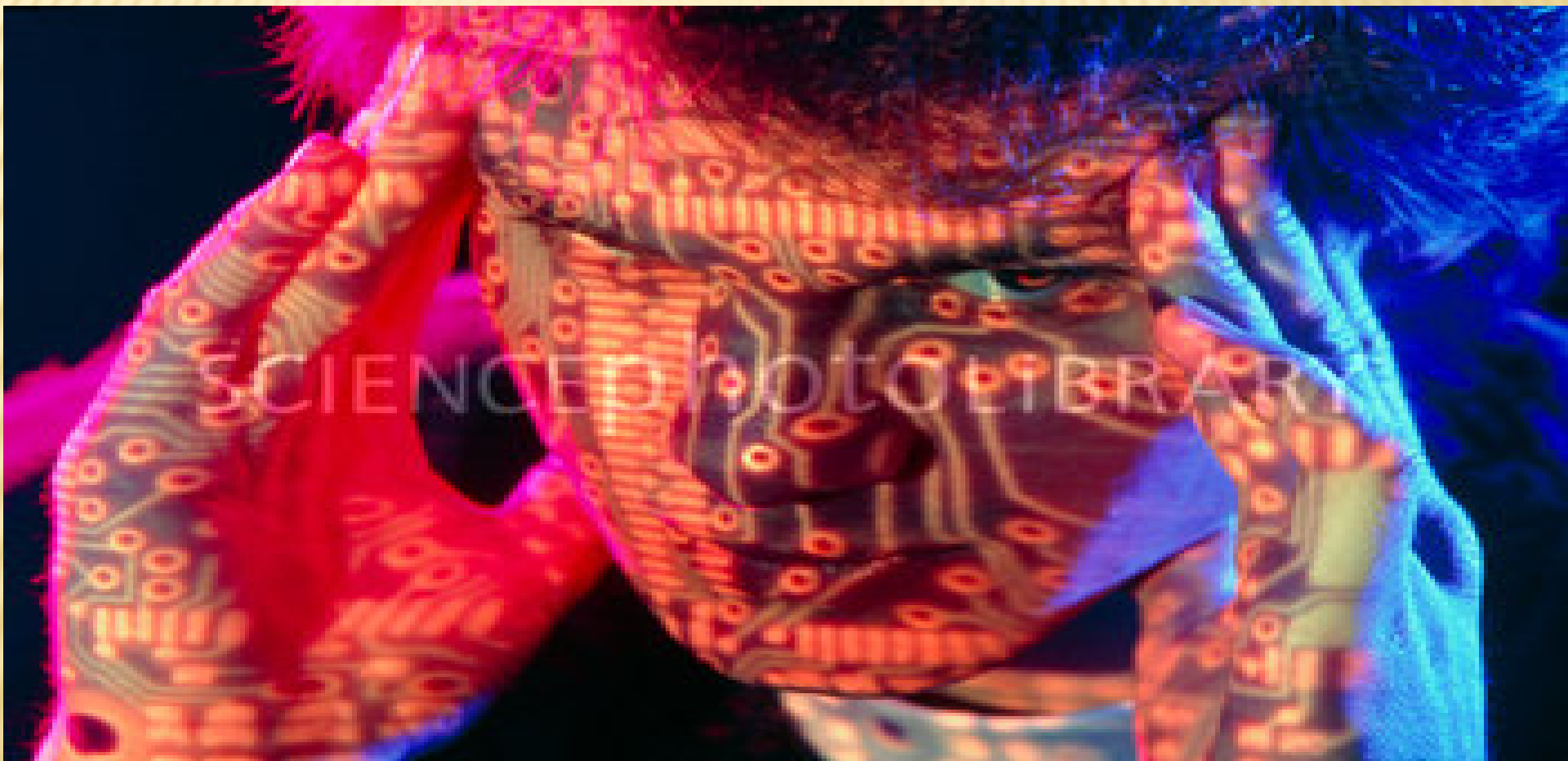
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- Extensive market and academic published research reveals that the gateway to growing customer bases in “natural” business sectors is organic food adoption.
- And, that same research shows the primary growth drivers which moves consumers to organic purchases are health and safety fears of less expensive conventionally produce foods.
- The top motivating fears includes **pesticides, hormones, antibiotics and now GMOs** – driven by absence claims and disparagement found in product marketing materials, labels and product advertising.



# **THE ANTIS:**

**ANTI-CORPORATE/ANTI-TECHNOLOGY**  
**ANTI-RISK TAKING/ANTI-GOVERNMENT**  
**ANTI-CHEMICAL/ANTI-SCIENCE MINDSET**





# ORGANIC CONSUMERS ASSOCIATION

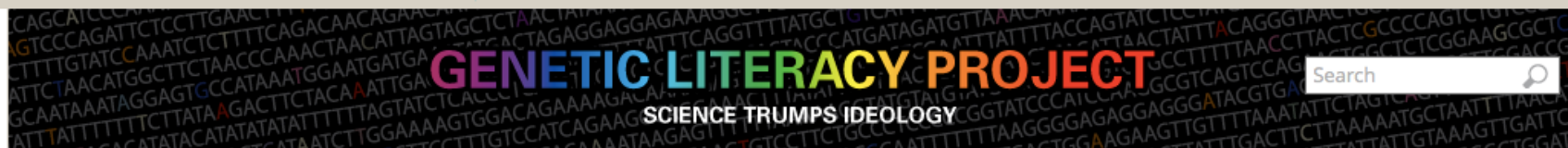
CAMPAIGNING FOR HEALTH, JUSTICE, SUSTAINABILITY, PEACE, AND DEMOCRACY

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## MILLIONS AGAINST MONSANTO

[ACT NOW: States' Rights to Label GMOs in Danger!](#) [Monsanto Sues Family Farmers](#) [Monsanto's Government Ties](#) [What You Need to Know about GMO Labeling](#)



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## Biotech Gallery

### Organic Consumers Association: Activist trade group funding Biogate FOIA scandal promotes 'fear and deception'?

Last Updated: September 1, 2015



**Organic Consumers Association (OCA)** led by Ronnie Cummins is listed by the USDA as an "organic agricultural products marketing and trade resource" organization.[1] OCA is one of the most aggressive of North America's anti-GMO activist groups. Its original name was the "Pure Food Campaign" (in 1988) when anti-technology futurist Jeremy Rifkin at the Foundation on Economic Trends helped launch the initiative as a spin off of their "Beyond Beef" initiative with Andrew Kimbrell.

#### Organic Consumers Association archives

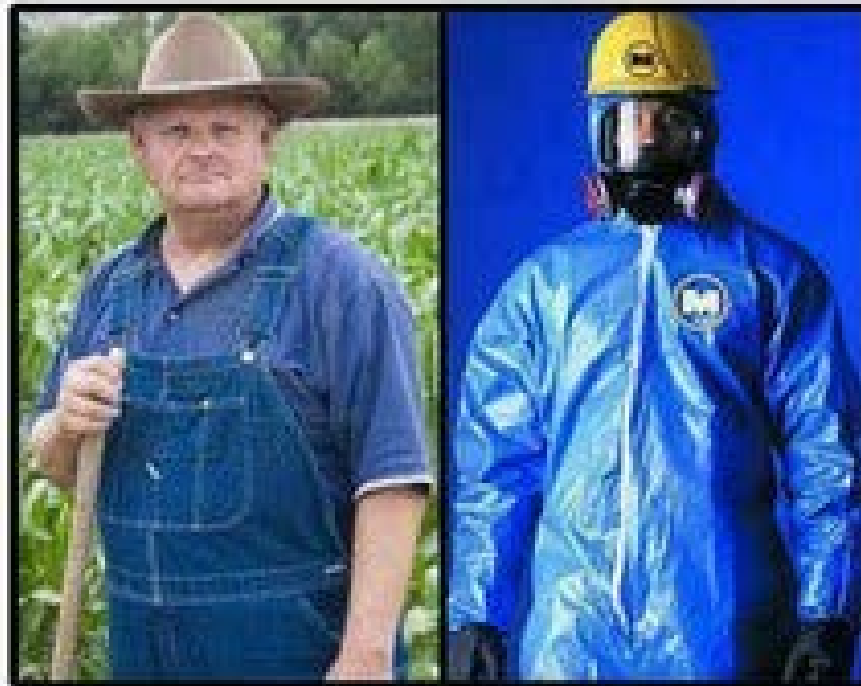
Scientist for hire: UK's David Goulson produces pre-determined pesticide research for activist funders?

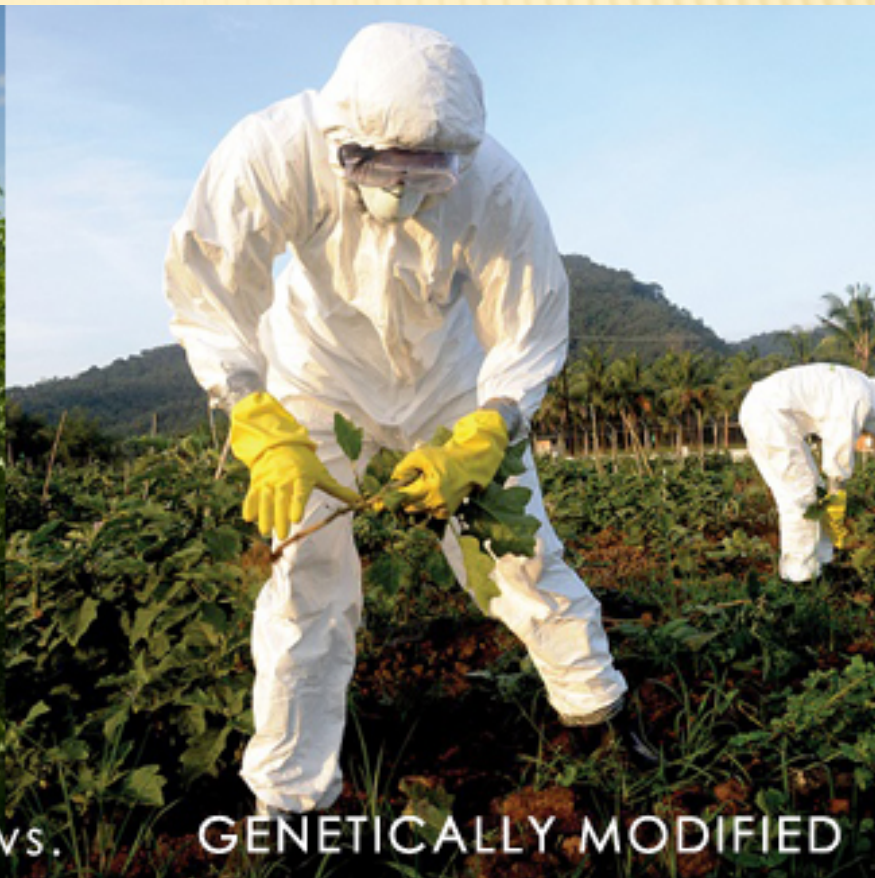
Jon Entine | GLP



# THE TARGET IS MODERN AGRICULTURE

**WHEN I SAY "FARMER", WHICH  
IMAGE COMES TO MIND?**





ORGANICALLY GROWN

vs.

GENETICALLY MODIFIED

# WHICH DO YOU PREFER?

[WWW.ORGANICWINS.COM/BLOG](http://WWW.ORGANICWINS.COM/BLOG)



# GARY HIRSHBERG, STONYFIELD FARM & JUST LABEL IT





# **GARY HIRSHBERG, STONYFIELD FARM & JUST LABEL IT OLD MCDONALD'S VS. NEW MCDONALD'S**

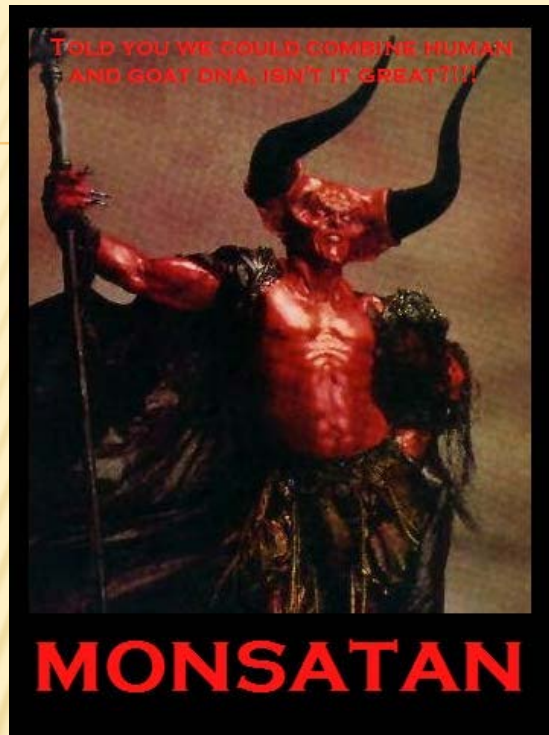


<https://www.youtube.com/watch?v=ypF15z3euwM>

9 Billion Mouths to Feed

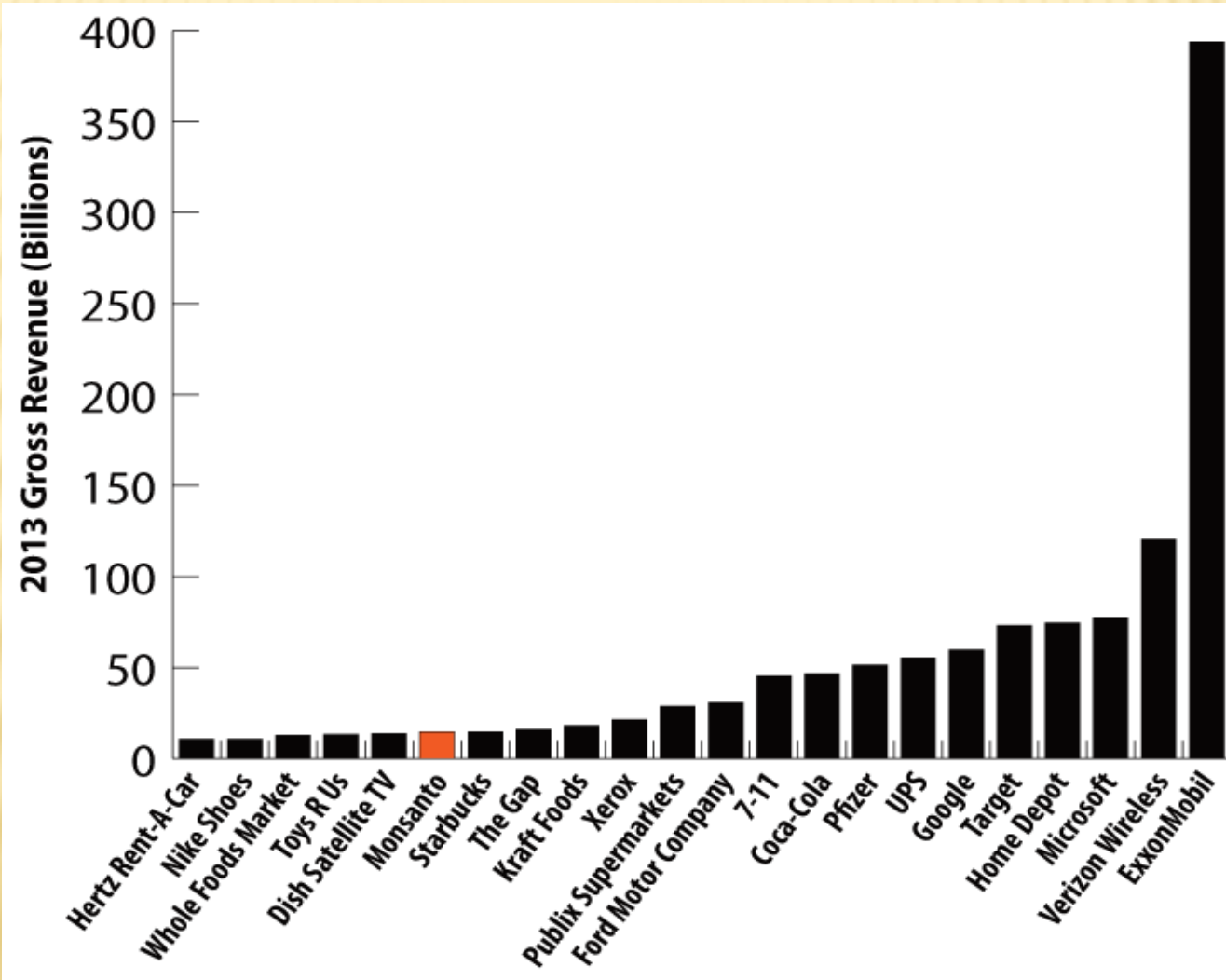
*The*  
**FUTURE  
of FARMING**







# BIG BAD MONSANTO



**PRO  
GMO**

MIDDLE  
GROUND

**NO  
GMO**



Farming looks easy when  
your plow is a pencil and  
you're a thousand miles  
from the corn field.

Dwight D. Eisenhower





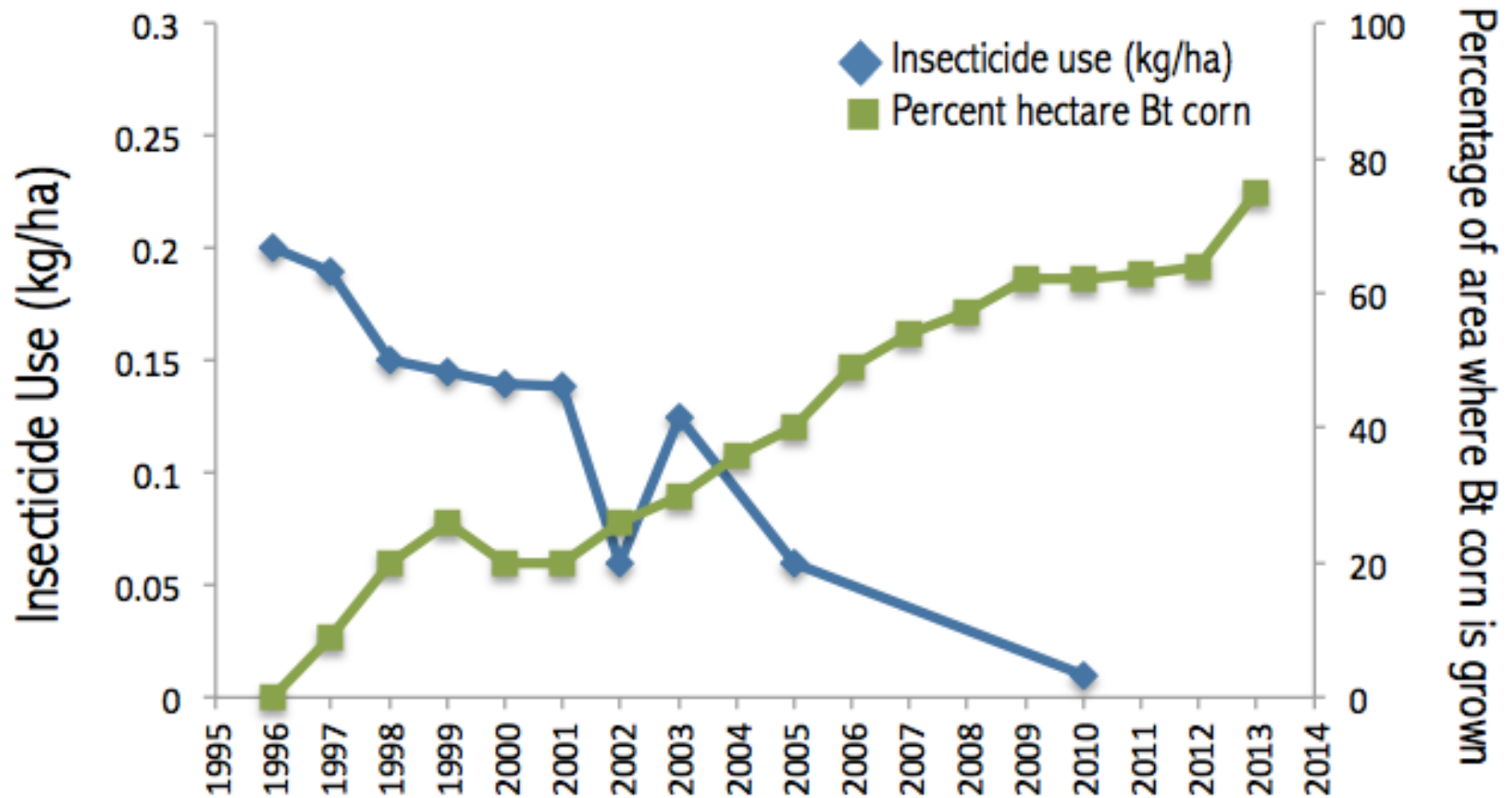


Innate™



Conventional

## Bt corn uptake and insecticide use in U.S. corn fields



Adapted from Malakof D. and Stokstad E. Pesticide Planet. Science Magazine. 16 August 2013.

Home » Science » Agriculture » New analysis Impact of GMO crops: pesticide down 37%, yields up 22%, profits up 68%

# New analysis Impact of GMO crops: pesticide down 37%, yields up 22%, profits up 68%

by  **MIHAI ANDREI**

 NOVEMBER 6, 2014

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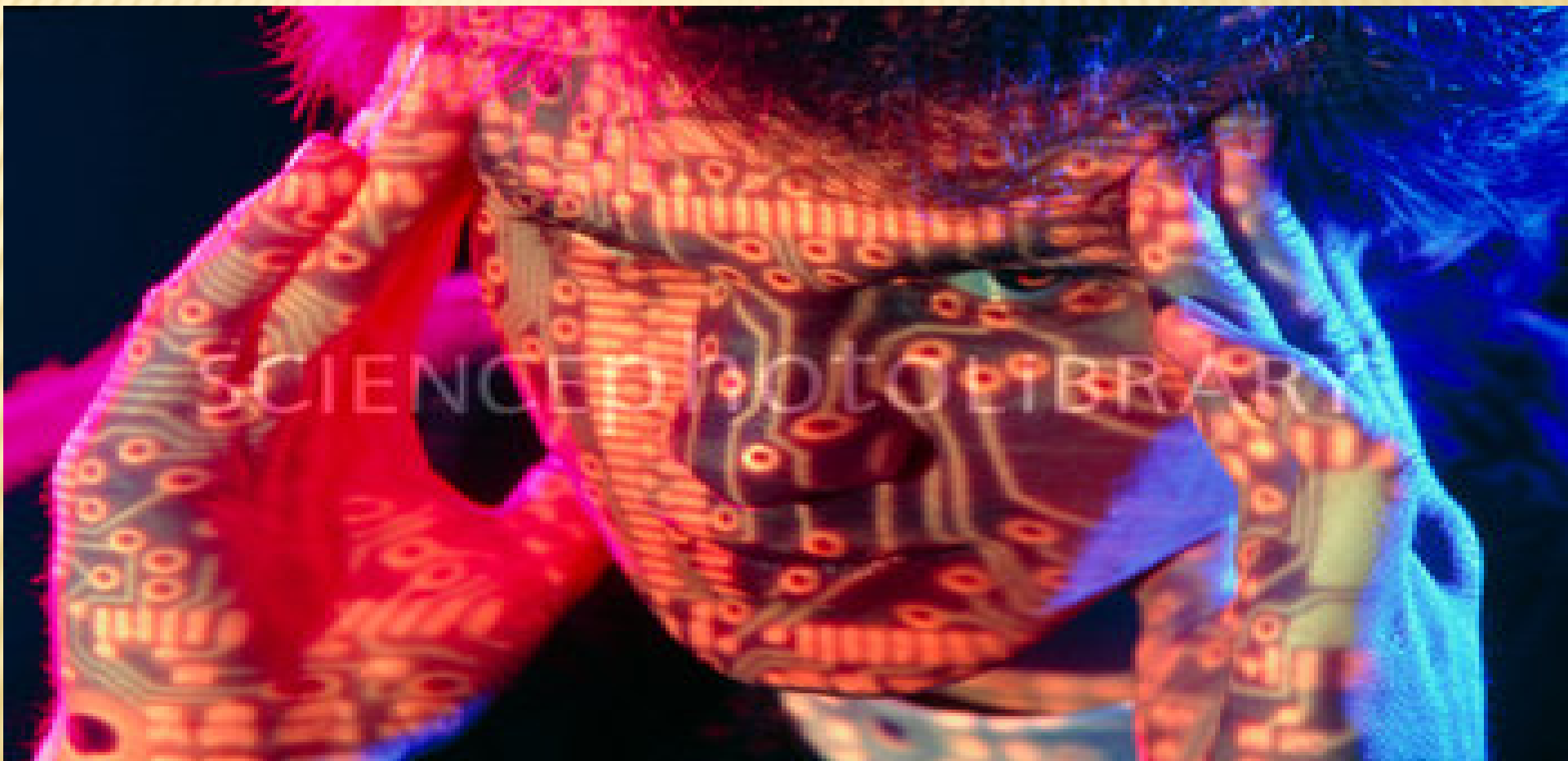
# **COMMUNICATION CHALLENGES ON GMO ISSUES:**

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- ◎ Skepticism of Government**
- ◎ Anti-Corporatism**
- ◎ Scientifically Illiterate Media**
- ◎ Social Media Echo Chamber**
- ◎ Polarized Political Environment**

# **THE ANTIS:**

**ANTI-CORPORATE/ANTI-TECHNOLOGY**  
**ANTI-RISK TAKING/ANTI-GOVERNMENT**  
**ANTI-CHEMICAL/ANTI-SCIENCE MINDSET**



# GIVE VOICE TO REAL PEOPLE—FARMERS

**GENETIC LITERACY PROJECT**  
SCIENCE TRUMPS IDEOLOGY

ABOUTHUMANFOOD & AGRICULTURESPECIAL SECTIONSRESOURCESBROWSE

## View from an Iowa farm: In choosing seeds, 'I'm no pawn of Monsanto'

Dave Walton | January 21, 2014 | Genetic Literacy Project

 597   4    2   128 

PRINTER FRIENDLY 

Winter allows a bit of downtime for most farmers. We use it to look back on the prior year and to make plans for the next. We learn from mistakes, failures and successes and attempt to make sense of it all. Personally, I think of each growing season as a clean slate to test out theories and debunk some popular myths about how a corn or soybean plant creates maximum yield. It's also a time



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### More from this Author

Dave Walton

- [GMO Myth: Farmers "drown" crops in "dangerous" glyphosate. Fact: They use eye droppers](#)
- [Sweet corn roadside taste-off: Customers learned, sampled and chose GE over conventional](#)
- [View from an Iowa farm: Anti-GMO professor tries to brainwash students against modern farming](#)
- [Life as a corn plant is SCARY—Farmers and environmentalists embrace GM Bt corn to ward off pests](#)
- [I said Syngenta wasn't listening to farmers about GMO corn—Maybe](#)



# GIVE VOICE TO PEOPLE WE MOMS AND DADS

## I feed my kids genetically modified foods and not organics—and that doesn't make me a 'bad mom'

Sarah Schultz | November 17, 2014 | Genetic Literacy Project



I could certainly afford to pay up to 50 percent more for organic food for my children to eat, but I refuse to. I decline to pay the premium for organic food because I cannot justify it when comparable conventional foods (including those with GMOs) are just as healthy and nutritious, and arguably more environmentally friendly.

According to many of my colleagues in this business of motherhood, not feeding my children organic food makes me ill-suited to be a mom. I've



# DIALOGUE: LISTEN TO AND PARTNER WITH 'NATURAL' ALLIES, ESPECIALLY AND INCLUDING ORGANIC FARMERS

## Organic farmer call to action: We can work with GMO farmers to feed the world

Rob Wallbridge | March 25, 2014 | Genetic Literacy Project



242



156



28



221



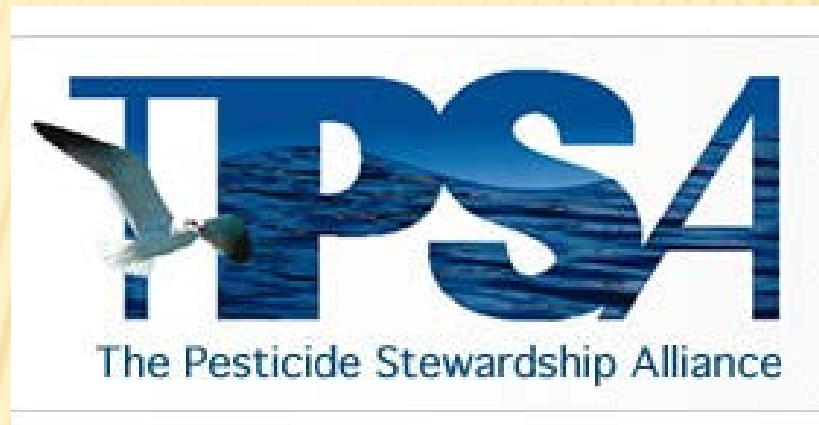
We should all recognize by now that “feeding the world” is much more a logistical and political challenge than an agricultural one. As a farmer, however, I spend a lot of time thinking about producing food economically, efficiently, and ecologically. Conventional



wisdom dictates that genetically-engineered crops are a vital part of the overall solution, while **organic methods** are nothing more than a way to fill a niche market for affluent consumers. Is that assumption accurate? What is it going to take to meet production challenges?

# ***GMOS, CHEMICALS AND MODERN AGRICULTURE:***

***IF YOU TRY TO BAN THE FUTURE  
IT WILL JUST HAPPEN SOMEPLACE ELSE***



Jon Entine  
February 10, 2016