
Dear Colleagues:

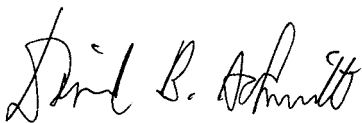
As farmers and other food producers discover the opportunities provided by food biotechnology, there is a growing interest in the safety and sustainability of these foods. Although foods produced through biotechnology have been safely consumed for more than 15 years, they remain a controversial topic around the world, with some individuals raising questions about their safety, environmental impact, and regulation.

To understand the complexity of the issues, access to current, scientifically sound, and consumer-friendly information on food biotechnology is needed. To aid in communicating on this often confusing and controversial topic, the International Food Information Council (IFIC) Foundation has provided a comprehensive resource, *Food Biotechnology: A Communicator's Guide to Improving Understanding*, 3rd edition, for use by leaders and other communicators in the food, agricultural, nutrition, and health communities.

Whether you are providing an overview of the science or responding to a media inquiry, the *Guide* provides you with key facts and resources on food biotechnology to help tailor your message to your specific audience. In this *Guide*, you will find the latest science and consumer-friendly information in the form of talking points, handouts, a glossary, a PowerPoint presentation, tips for engaging with the media, and more.

The use of biotechnology in food production is a personal issue for many, often largely based on emotion, leading to broad differences in opinion. Understanding that discussions can turn into heated debates, we have provided guidance to help you prepare for such situations and to feel confident answering the tough questions on biotechnology's safety and benefits.

It is our hope that this *Guide* will be a useful resource as you work to improve understanding of food biotechnology for the benefit of future generations. To access the online version of the *Guide* and additional resources, visit www.foodinsight.org/foodbioguide.aspx.



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INTRODUCTION

- Introduction and Program Summary



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