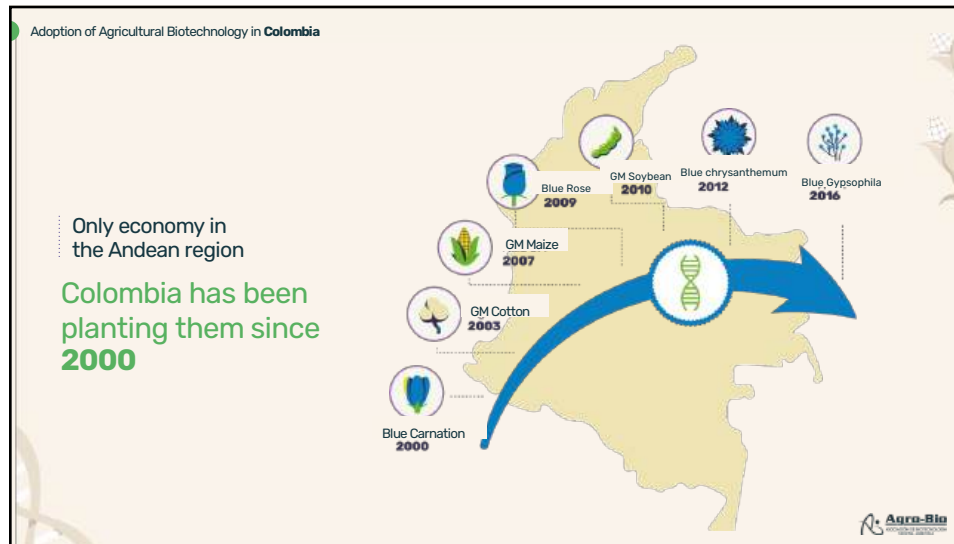
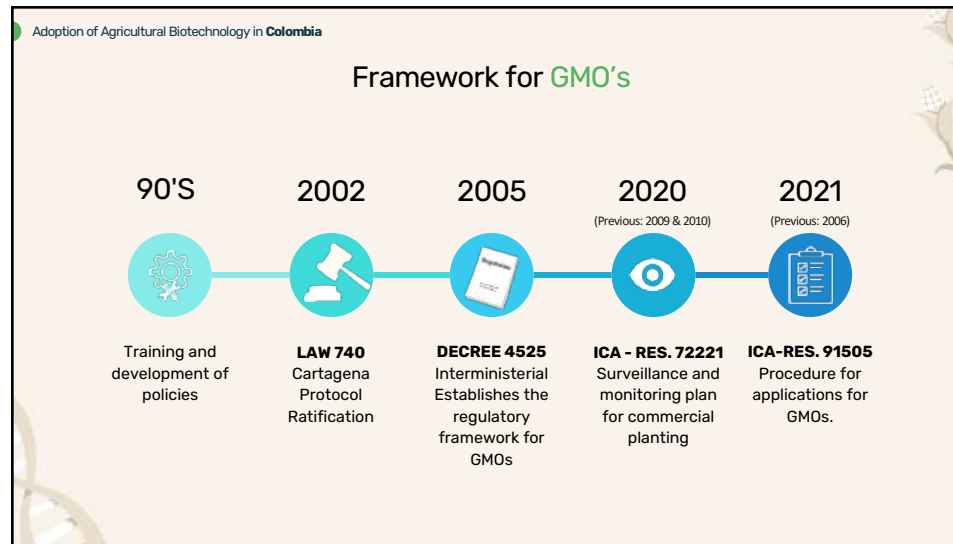




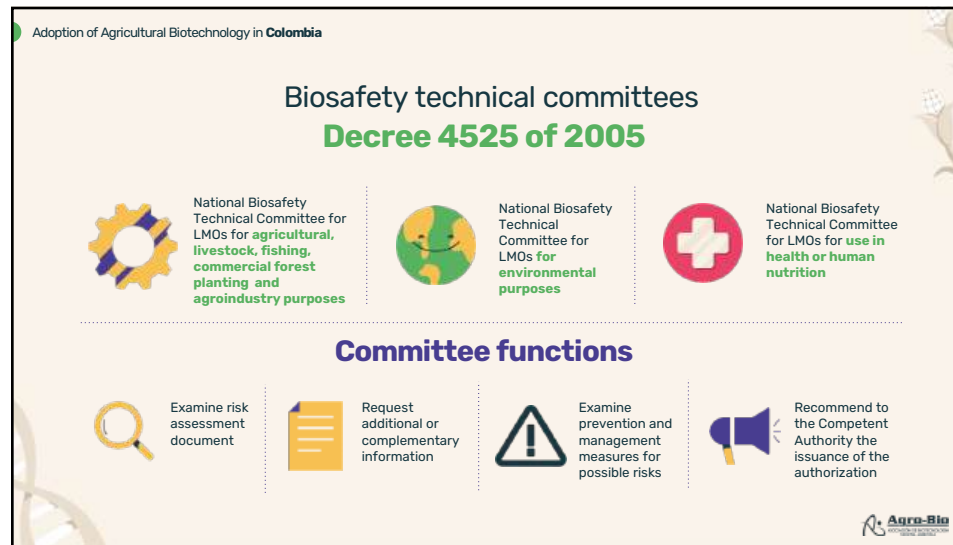
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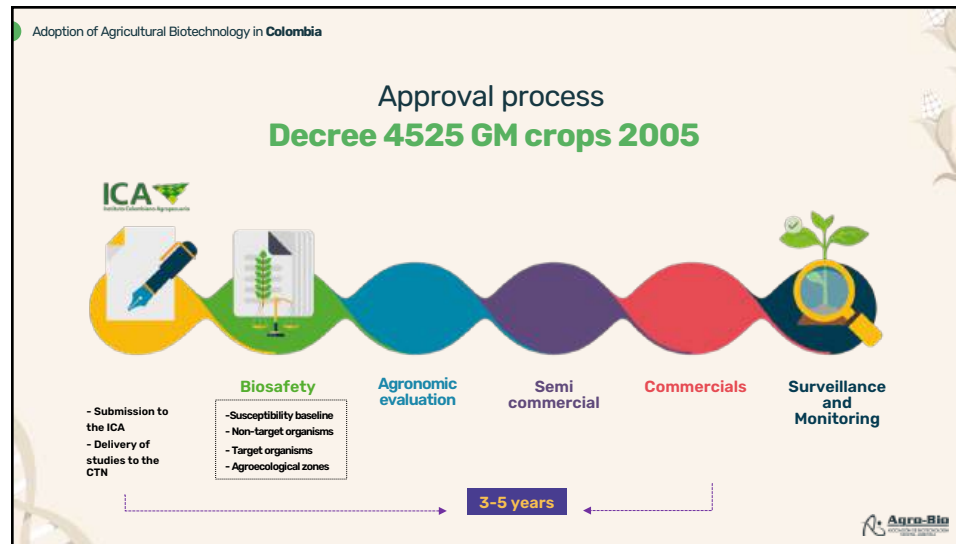
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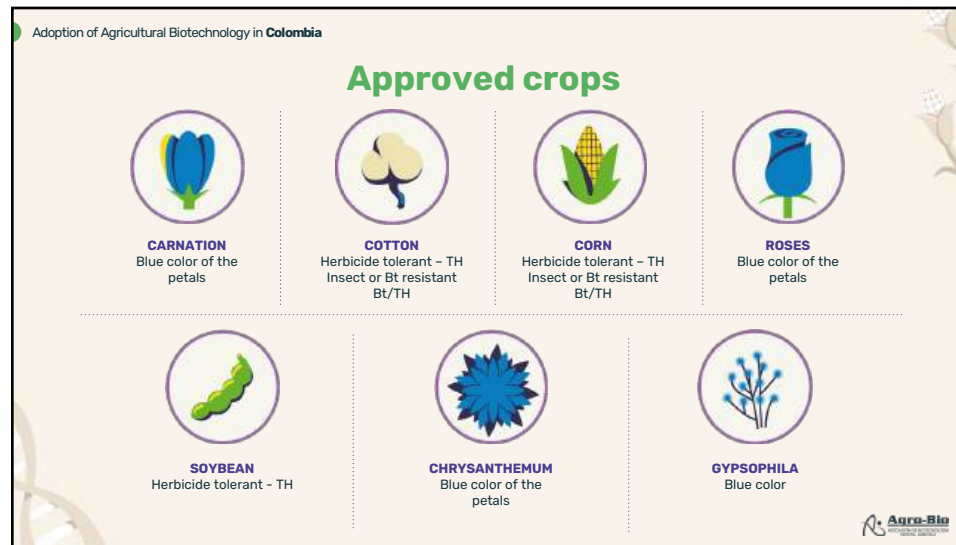
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Adoption of Agricultural Biotechnology in **Colombia**

Insect resistance *Fall armyworm*




Photos: Zamorano, María Mercedes Bica




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Adoption of Agricultural Biotechnology in **Colombia**

Insect resistance *cornworm*




Photos: Zamorano, María Mercedes Bica



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Adoption of Agricultural Biotechnology in **Colombia**

Herbicide tolerance




Agro-Bio

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Adoption of Agricultural Biotechnology in **Colombia**

New color



Agro-Bio

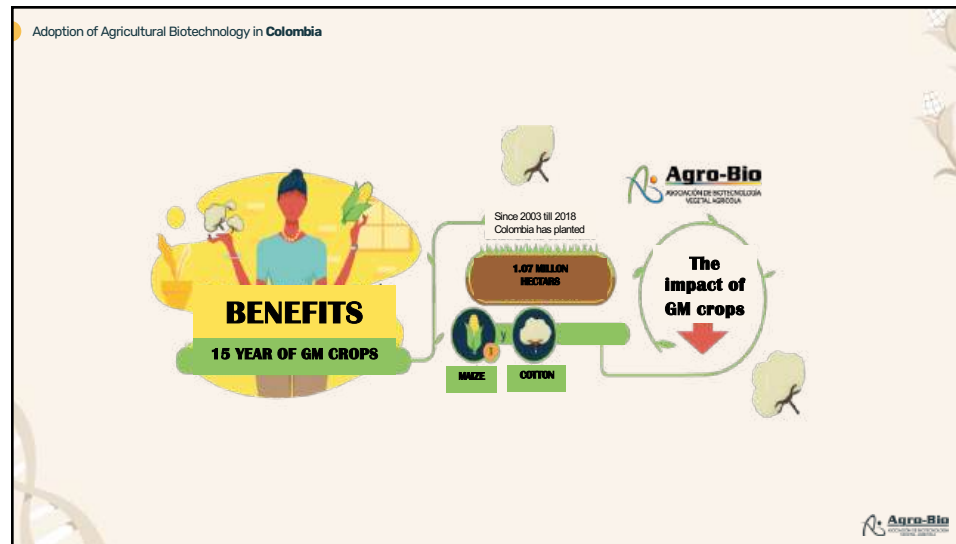
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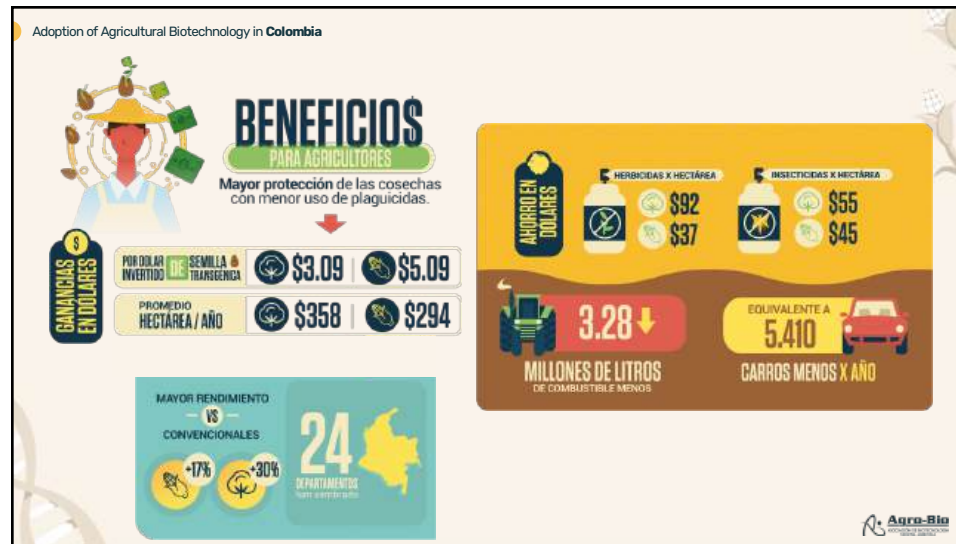
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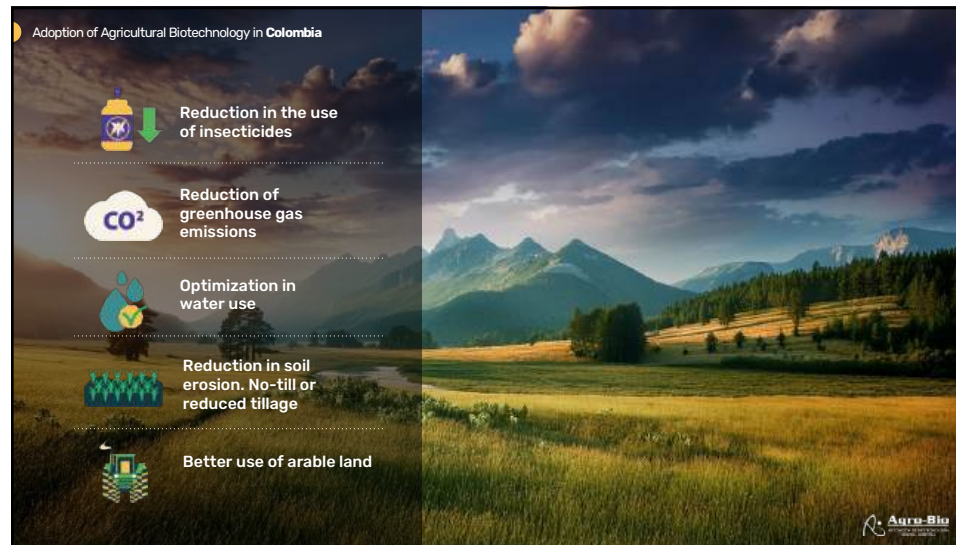
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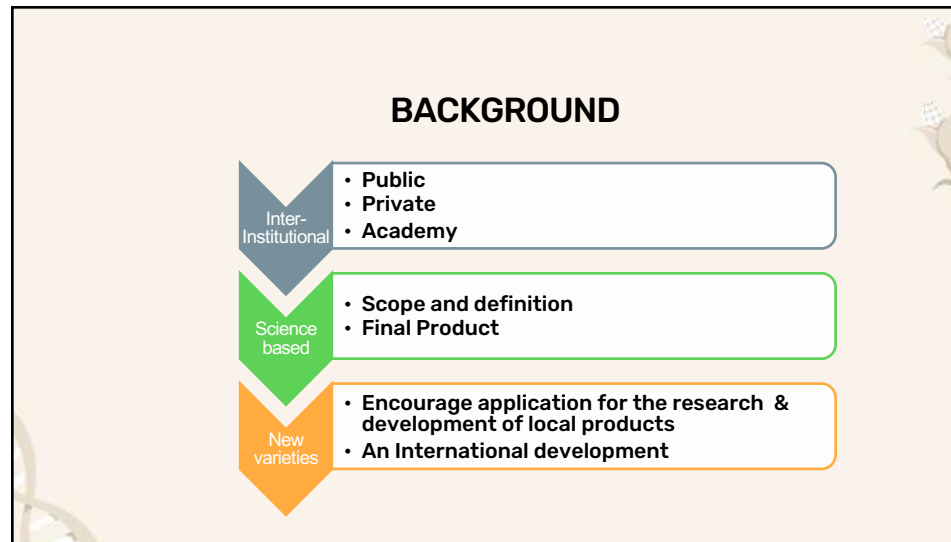
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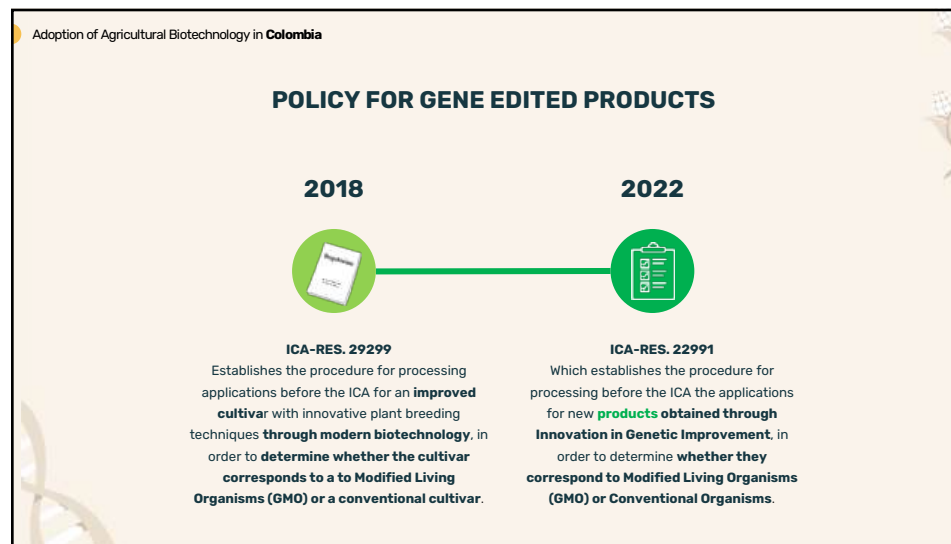
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Adoption of Agricultural Biotechnology in Colombia

DEFINITIONS



- **FOREIGN GENETIC MATERIAL:** Gene, set of genes, DNA sequences that are part of a defined genetic construction and that have been introduced into the genome of an individual in a stable manner, through modern biotechnology technique, overcoming the natural physiological barriers of reproduction.

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Adoption of Agricultural Biotechnology in Colombia

“Can we continue producing food as we have been doing?”





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Adoption of Agricultural Biotechnology in **Colombia**




We cannot avoid any tools or practices that help us to produce food in a sustainable and environmental friendly way.



We need science and technology to produce more and better food.



Food production faces several challenges in order to continue doing it.



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Adoption of Agricultural Biotechnology in **Colombia**



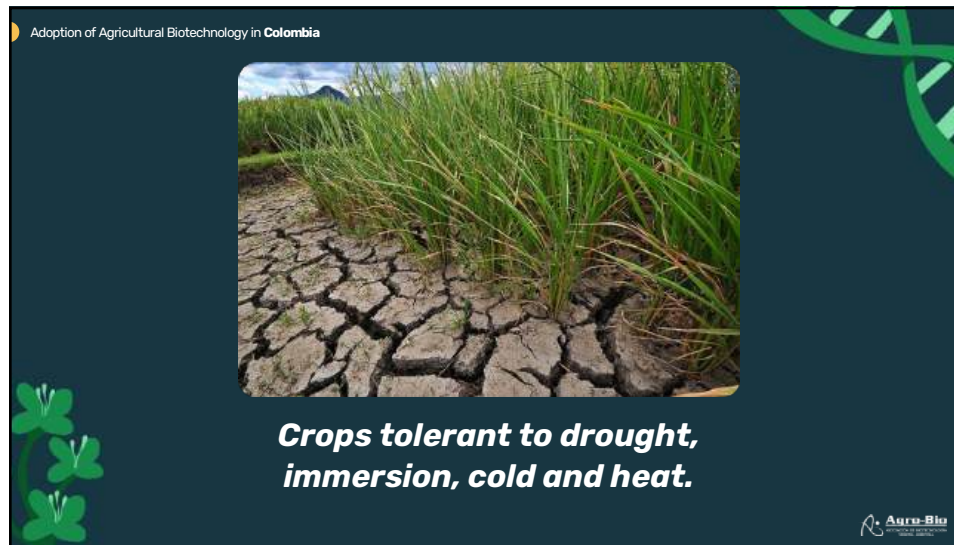
**Challenges of the
agriculture**



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Adoption of Agricultural Biotechnology in **Colombia**




Pests




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Adoption of Agricultural Biotechnology in **Colombia**



Bad practices



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Adoption of Agricultural Biotechnology in **Colombia**

WE HAVE THE COMMITMENT TO INFORM

- Recognition of responsibility.
- Rigorous information management.
- Translate scientific language into everyday language.
- Deliver clear, precise and contextualized messages that allow the appropriation and use of knowledge.



The slide is split into two vertical panels. The left panel has a light beige background and contains the sub-header and a bulleted list. The right panel has a dark blue background and features a white megaphone with a yellow handle and sound waves. To the right of the megaphone, the text 'OGM CIENCIA EDITADO BIOTEC' is written in a stylized, overlapping manner with yellow, white, and blue colors.

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WHAT SHOULD AND NEED TO DO?



Clear communication:

- Simplicity: Explain complex concepts in a simple way.
- Transparency: Share information about benefits and risks.



Public participation:

- Forums and debates : Promote spaces for discussion and debate with the community.
- Answer questions: Be available to address public concerns in an empathetic manner.



Education and awareness:

- Academia: Include pedagogical work with colleges and universities.
- Talks and workshops: Organize public events to inform.




Collaboration with media:

- Articles and interviews: Publish articles in the media and participate in interviews.
- Pedagogy: Workshops with journalists and editors to sensitize them to the topic.


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WHAT SHOULD AND NEED TO DO?




Show benefits:

- Success stories: Examples and positive results of agricultural biotechnology.
- Sustainability: Highlight how biotechnology contributes to more sustainable agricultural practices.



Monitoring and adaptation:


- Evaluate public perception: Conduct surveys and studies to measure public perception.
- Active feedback: Collect and apply audience feedback to improve communication initiatives.



Allies and ambassadors:

- Trusted voices: Engage scientists, farmers and opinion leaders as ambassadors.

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REFLECTIONS

- Take into account that a lot of misinformation is available and there is a need for scientifically based information.
- There are concerns about the health and environmental effects of GMOs and edited products.
- There is concern about the true scope and possibilities of gene editing.
- There is confusion and mixing of topics. Be open to clarify.
- Take the advantage of the opportunity to communicate benefits by citing cases.

Information and education are the key

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Thank you!

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