



You're invited to continue the Expo Conversation
With Us at the World Food Prize

***The Council for Agricultural Science and Technology's
The 2015 Borlaug CAST Communication Award Presentation***

~ ~ ~

Keynote presentation by Dr. Channapatna S. Prakash
Everything I Know About GMOs, I Learned on Social Media

Panel discussion: “*Answering the Challenge of Expo Milano 2015: Feeding the Planet, Energy for Life*” hosted in conjunction with the International Food Information Council (IFIC) Foundation

October 14, 2015 – 7-10 am
Marriott Hotel – Des Moines Iowa

RSVP:

http://www.cast-science.org/borlaug_cast_communication_award/

Launch of *Bringing Biotechnology to Life:* *An Educational Resource for Grades 7–10*

Created jointly by the American Farm Bureau Foundation for Agriculture and the IFIC Foundation

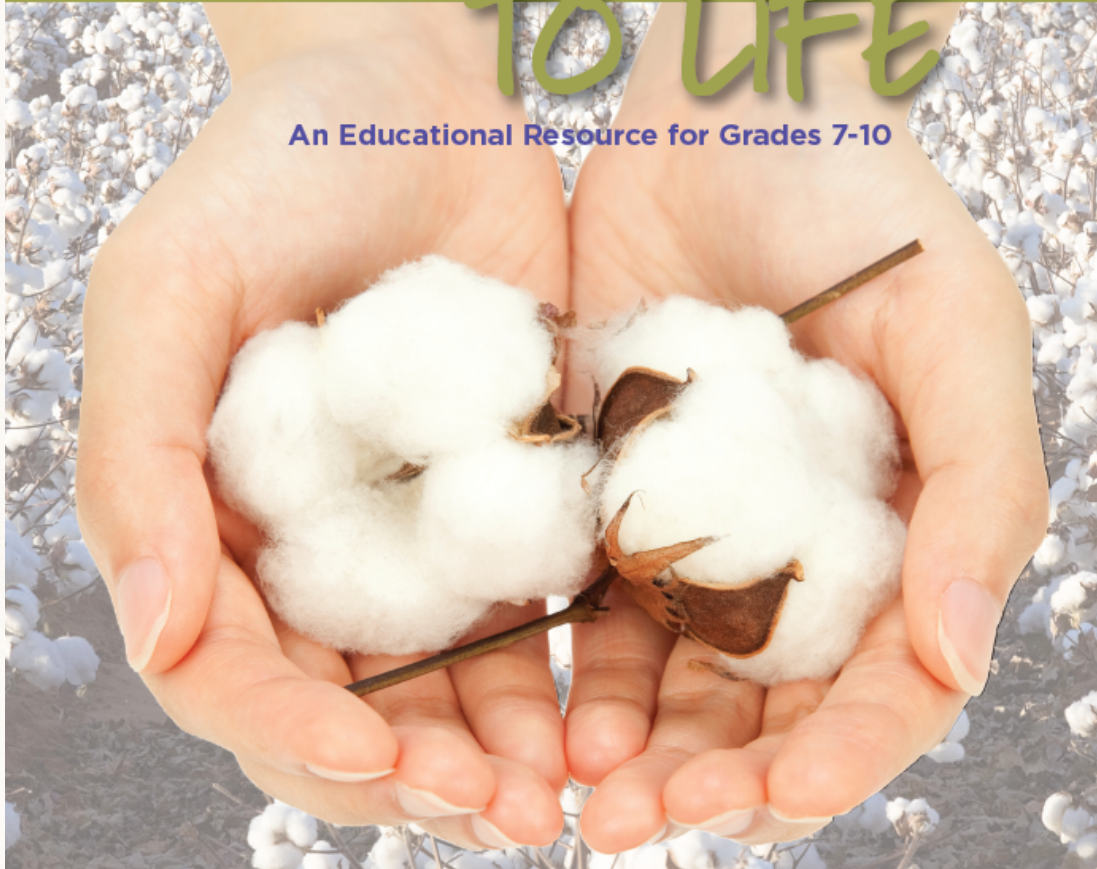


- **Julie Tesch**, Executive Director, American Farm Bureau Foundation for Agriculture
- **Kimberly Reed**, Executive Director, International Food Information Council Foundation



BRINGING BIOTECHNOLOGY TO LIFE

An Educational Resource for Grades 7-10



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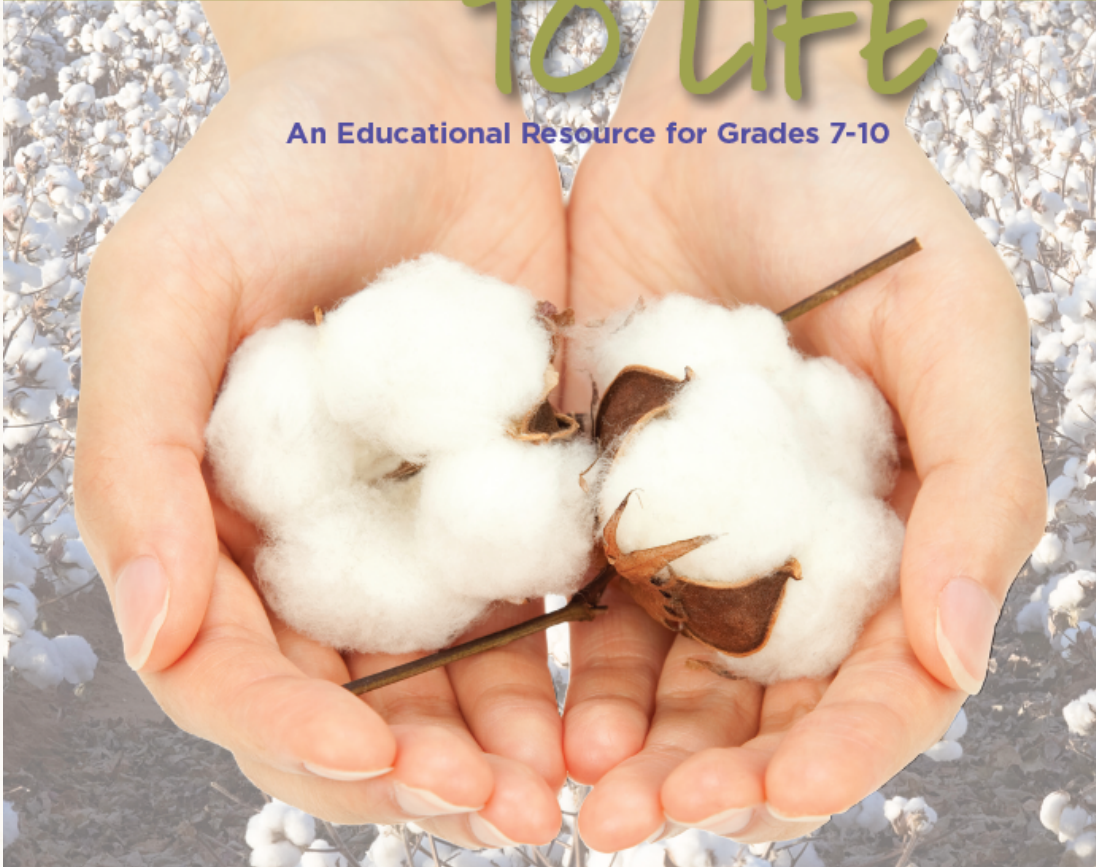

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Guiding questions include:

- What is DNA?
- How can we examine DNA?
- What is selective breeding?
- What is biotechnology?
- How is biotechnology used?
- How do researchers compare DNA?
- Where would we be without "GMO's"?

BRINGING BIOTECHNOLOGY TO LIFE

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AFB
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- Designed for science educators & others interested in learning about biotechnology.
- Addresses national learning standards for grades 7-10.
- Unit culminates with a research project & public presentation by the student.

Available as a free download
at www.agfoundation.org and
www.foodinsight.org



Thank you!

***Share Our Messages From Today's Conversation:
Answering the Challenge of
Expo 2015: Feeding the Planet, Energy For Life***

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@WorldFoodPrize

@USAPavilion2015

@ExpoMilano2015

#globalsummit2015

#FoodPrize15

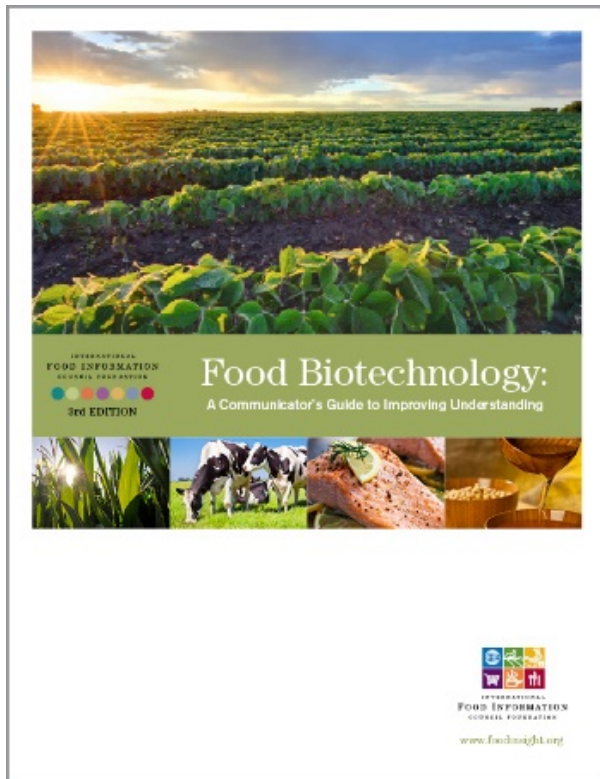
#WFD2015

#WorldFoodWeek

#StartsWithFarmers

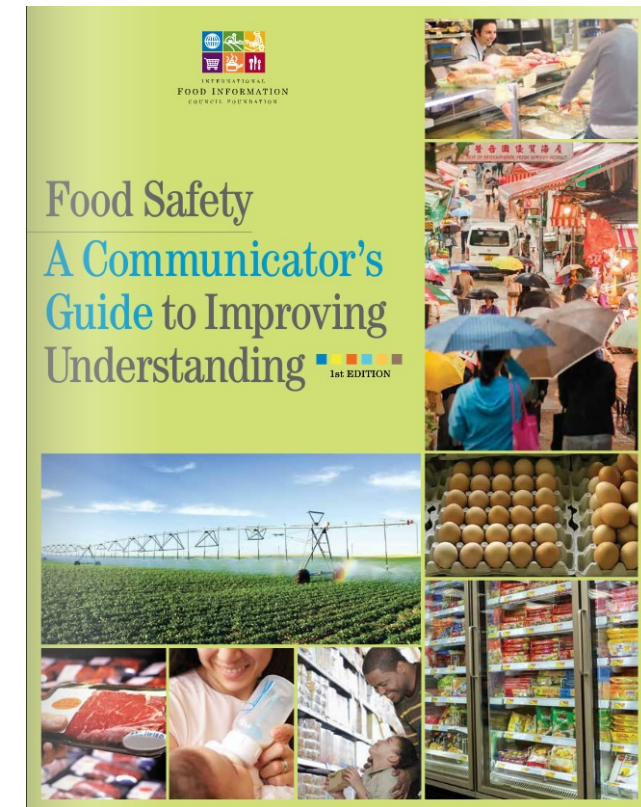
#1in9bn

#UNFAO



Food Biotechnology: A Communicator's Guide to Improving Understanding

Available at
www.foodinsight.org/foodbioguide.aspx



Food Safety: A Communicator's Guide to Improving Understanding

Available at
www.foodinsight.org/foodsafetyguide

Produced under a partnering agreement with the USDA Foreign Agricultural Service

Engaging the Grassroots



FOOD ADVOCATES COMMUNICATING THROUGH SCIENCE

- ~45,000 “FACTS Followers”
(as of October 2015)
- 100,000 by end of 2016
- Engaging content, calls to action
- @FACTSFollowers on Twitter & Facebook
- www.FoodInsight.org/FACTS



For more information, visit

www.foodinsight.org



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