



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/](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



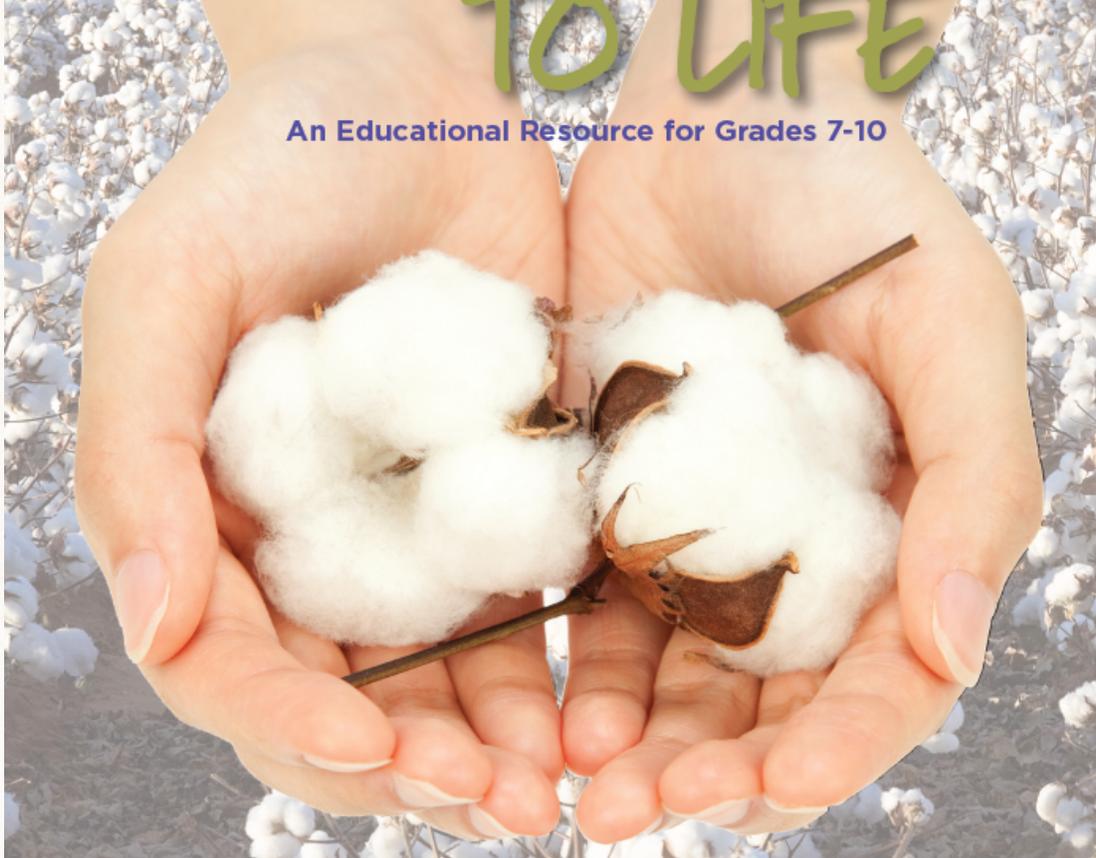
- **Julie Tesch**, Executive Director, American Farm Bureau Foundation for Agriculture

- **Kimberly Reed**, Executive Director, International Food Information Council Foundation



# BRINGING BIOTECHNOLOGY TO LIFE

An Educational Resource for Grades 7-10



AMERICAN FARM BUREAU  
FOUNDATION FOR AGRICULTURE



INTERNATIONAL  
FOOD INFORMATION  
COUNCIL FOUNDATION

Brought to you by the American Farm Bureau Foundation® for Agriculture [www.agfoundation.org](http://www.agfoundation.org)  
in partnership with the International Food Information Council Foundation [www.foodinsight.org](http://www.foodinsight.org).

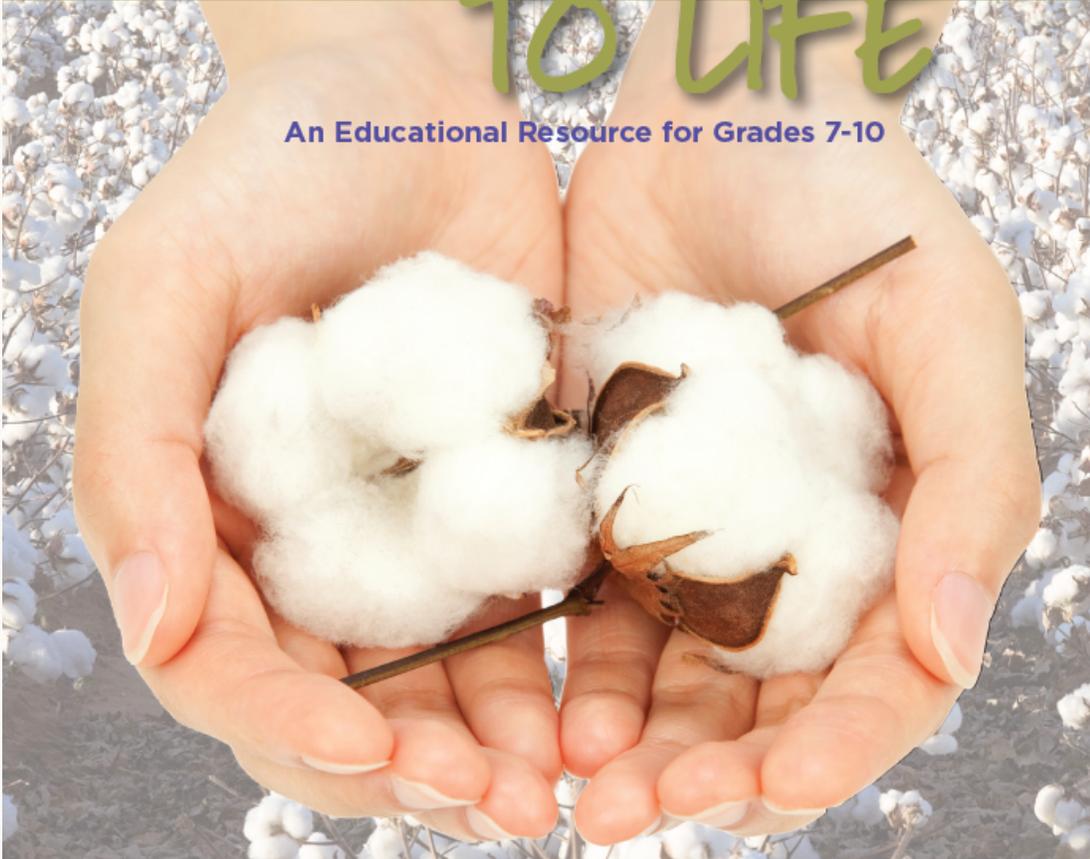
  
AMERICAN FA

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

An Educational Resource for Grades 7-10



AMERICAN FARM BUREAU  
FOUNDATION FOR AGRICULTURE



INTERNATIONAL  
FOOD INFORMATION  
COUNCIL FOUNDATION

Brought to you by the American Farm Bureau Foundation® for Agriculture [www.agfoundation.org](http://www.agfoundation.org)  
in partnership with the International Food Information Council Foundation [www.foodinsight.org](http://www.foodinsight.org).

  
AMERICAN F

- 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](http://www.agfoundation.org) and [www.foodinsight.org](http://www.foodinsight.org)



# *Thank you!*

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

[@FACTSFollowers](#)

[@foodinsight](#)

[@agfoundation](#)

[@CASTagScience](#)

[@WorldFoodPrize](#)

[@USAPavilion2015](#)

[@ExpoMilano2015](#)

[#globalsummit2015](#)

[#FoodPrize15](#)

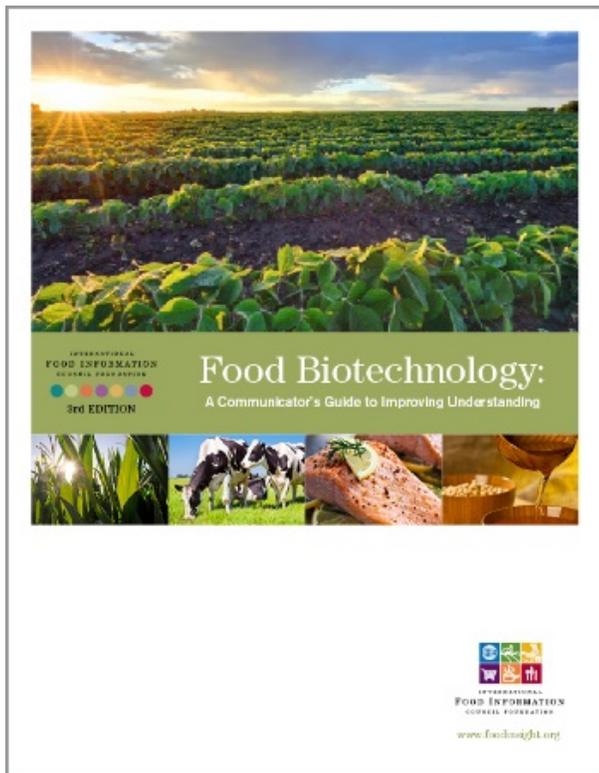
[#WFD2015](#)

[#WorldFoodWeek](#)

[#StartsWithFarmers](#)

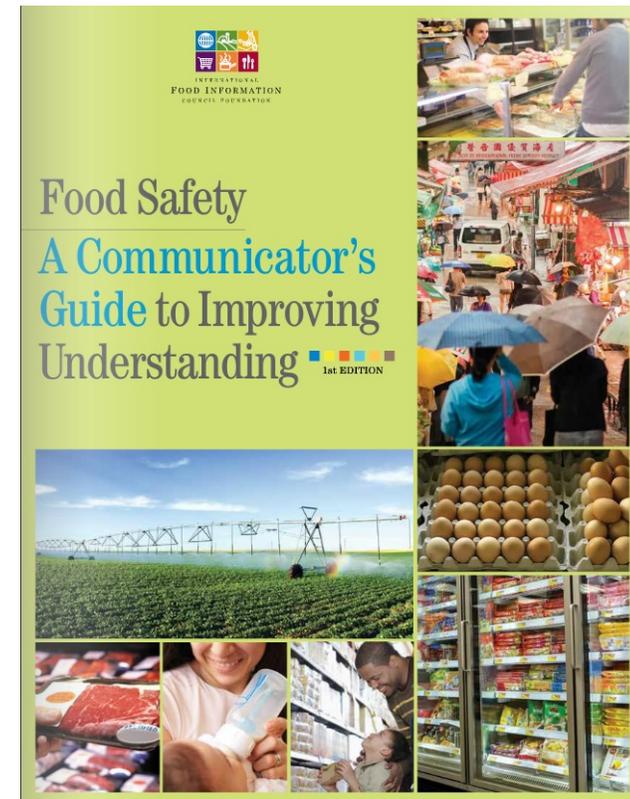
[#1in9bn](#)

[#UNFAO](#)



## Food Biotechnology: A Communicator's Guide to Improving Understanding

Available at  
[www.foodinsight.org/foodbioguide.aspx](http://www.foodinsight.org/foodbioguide.aspx)



## Food Safety: A Communicator's Guide to Improving Understanding

Available at  
[www.foodinsight.org/foodsafetyguide](http://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](http://www.FoodInsight.org/FACTS)



For more information, visit

[www.foodinsight.org](http://www.foodinsight.org)



## Contact Information:

David Schmidt

International Food Information Council

1100 Connecticut Avenue, NW, Suite 430

Washington, DC 20036

(202) 296-6540

[schmidt@ific.org](mailto:schmidt@ific.org)

Follow us on social media:

- > **Twitter:** @FoodInsight  
@AlliancetoFeed
- > **Facebook:** Food Insight
- > **Pinterest:**  
FoodInsight.org
- > **LinkedIn:** International  
Food Information Council  
Foundation

