



THE CENTER FOR
FOOD INTEGRITYSM

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Trust in Gene Editing: Your Company's Future Depends on It Free Webinar for Start-Ups Focuses on Consumer Engagement

KANSAS CITY, Mo. – Sept. 12, 2019 – Innovations in gene editing are accelerating at break-neck speed, addressing the world's greatest challenges in food production and human health. However, without the public's trust, the full potential may never be realized. A webinar from The Center for Food Integrity (CFI) addresses research-based approaches to effectively engage in the conversation.

Featuring Charlie Arnot, CEO of The Center for Food Integrity, and Amy te Plate-Church with CFI's Coalition for Responsible Gene Editing in Agriculture, [Trust in Gene Editing: Your Company's Future Depends On It](#), is scheduled for Wed., Sept. 25, from 1 to 2 p.m. CDT. Registration is free.

"While companies are understandably focused on research, development and commercialization, skepticism is brewing," said Arnot. "Consumers simply want permission to believe that you're doing what's right – that your values are aligned."

Specifically, the webinar will cover the erosion of consumer trust, consumer attitudes about gene editing, how consumers adopt new technology, why trust matters and five approaches to impactful engagement.

To register, log on to foodintegrity.org.

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