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**US Soy Webinar Focuses on Earning Trust in Gene Editing**

GLADSTONE, Mo. – Thursday, March 4, 2021 – For the nation’s soybean farmers, advancements in gene editing could help solve some of the most pressing challenges. However, the ability to use the technology hinges on public support, earning the trust of discerning consumers and food companies. A March webinar from The Center for Food Integrity (CFI) and United Soybean Board (USB) addresses the potential and benefits of gene editing for soy, consumer attitudes and research-based communication approaches to earn trust.

“From producing disease-resistant crops and reducing the industry’s environmental footprint, to enhancing soybean nutrition and improving yields, gene editing holds great promise for the soybean industry,” said Charlie Arnot, CFI CEO. “Soybean farmers can play an important role in earning consumer trust and confidence in the technology. Understanding how to effectively engage is the first step.”

The free one-hour webinar, “US Soy: Earn Trust in Gene Editing,” features Ed Anderson, PhD, executive director of the North Central Soybean Research Program, who’ll discuss the many benefits of gene editing to soy and the latest developments. Arnot and his colleague Amy te Plate-Church will discuss the latest consumer attitudes on gene editing, five research-based approaches to trust-earning engagement and effective conversation starters.

The webinar will be offered three times: Wed., March 17, Thurs., March 18, and Tues., March 23, from 9 to 10 a.m. CT. Register on the home page at [foodintegrity.org](http://foodintegrity.org).

*The Center for Food Integrity (CFI) is a not-for-profit organization that helps today’s food system earn consumer trust. CFI’s members and project partners, who represent the diversity of the food system, are committed to providing accurate information and working together to address important issues in food and agriculture.*