



INNOVATURE TOOLKIT

2019

ABOUT INNOVATURE

A joint effort of the Biotechnology Innovation Organization (BIO) and the American Seed Trade Association (ASTA), Innovature is a platform to engage people in a dialogue that is thoughtful, wide-ranging and inclusive of varying viewpoints to realize the benefits of innovation in food and agriculture, including evolving breeding methods, such as gene editing.

Through our content hub ([Innovature.com](https://www.innovature.com)), social media properties and other activities, Innovature aims to engage key influencers in a conversation around shared values to cultivate broad-based partnerships and fully realize the potential evolving breeding methods, like gene editing, have to address society's most urgent and pressing challenges, such as climate change, sustainability, and hunger. Our content hub will feature original content (articles, infographics, videos, data visualizations) and aggregated news articles across three pillars: Our Planet, Our Health and Our Food.

WHAT YOU CAN DO

We know that you and your audiences will play a key role in this effort. We encourage you to explore and share the content hub and follow Innovature on social media. In addition, if you have story ideas for Innovature, such as experts to interview or thoughts on events or conferences where Innovature should have a presence, please share that feedback.

We are here to be a resource for you. If you have questions or comments, please reach out to us.

TOOLKIT RESOURCES

This toolkit is a resource for you to learn about our joint effort and how to follow Innovature. We've also provided a messaging platform and FAQs for you to use as a guide when discussing gene editing in food and agriculture.

TOOLKIT ELEMENTS

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- i. Email to Partners/Employees/Stakeholders
- ii. Sample Innovature Article
- iii. Sample Social Posts





WHERE TO FIND & FOLLOW INNOVATURE

WHERE TO FIND/FOLLOW INNOVATURE

Launch:
JANUARY 16, 2019



Innovature Now



@InnovatureNow



Innovature Now



@InnovatureNow

FOR MEDIA INQUIRIES OR HOW TO CONTACT INNOVATURE

If you receive media inquiries about Innovature, please contact or refer reporters to media@innovature.com.

SHARE YOUR IDEAS WITH US

If you have story ideas, or receive interest from the general public about Innovature, please contact

Karen Batra, kbatra@bio.org,

Bethany Shively, bshively@betterseed.org.



MESSAGING PLATFORM

MESSAGING PLATFORM

Below is our shared messaging platform for you to use as a guide when talking about gene editing in food and agriculture and its potential.

APPROACH

Straightforward | Approachable | Credible | Calm

OVERARCHING MESSAGE

Progress happens in agriculture and food. And by fostering progress (today through gene editing) we can solve important challenges.

MESSAGING PLATFORM

(CONTINUED)

THREE KEY MESSAGE PILLARS

LEGACY

Key Message:

Gene editing is the next step in a continuum of progress that has been developing better plants, animals and food for centuries.

Proof points:

- Agricultural practices and breeding methods have changed and improved over thousands of years — from crossbreeding and grafting to domestication.
- Progress continues today through gene editing, which can help us reach the same outcomes as those that occur naturally or through traditional breeding methods.
- Today's methods — like gene editing — can enable more exact improvements in a few years instead of over decades.

BENEFITS

Key Message:

Gene editing can benefit society and individuals personally through solutions that improve our planet, our health and our food.

Proof points:

- Benefits our planet by reducing strain on our natural resources — using less water, less land - and combating climate change and other pressing challenges.
- Benefits our health by making food more nutritious, reducing allergens and helping to fight diseases.
- Improves our food so it is more hardy, healthy and resilient.

DILIGENCE

Key Message:

To ensure consumer safety, gene-edited products must meet the same rigorous standards as every other food product available in the U.S. today.

Proof points:

- Ongoing research and development ensures products brought to market meet these standards. Federal agencies responsible for regulating gene-edited products continue to work to ensure the safety of products on the market in the U.S. To review the existing guidelines for bringing food to market, visit the FDA and USDA.

RESPONDING TO FAQs

WHAT IS INNOVATURE?

Innovature is a platform to engage people in a conversation that is thoughtful, wide-ranging and inclusive of varying viewpoints to realize the benefits of innovation in food and agriculture, including evolving breeding methods.

It is a joint project of the Biotechnology Innovation Organization (BIO) and the American Seed Trade Association (ASTA). To learn more about the two organizations, their missions and membership please visit bio.org and betterseed.org.

WHAT IS GENE EDITING?

Gene editing is a process scientists use to make targeted modifications to a plant or animal's DNA in order to strengthen the plant or animal. Gene editing is the most recent breakthrough in a continuum of breeding methods that have been used to develop more beneficial food for centuries. Our growing understanding of DNA allows this to happen in years, rather than decades. In many cases, the changes made through gene editing could happen naturally through an evolutionary process, making the gene-edited plant or animal the same as products developed through other existing breeding methods.

IS A GENE-EDITED PRODUCT THE SAME AS A GMO?

No. Both gene editing and genetic modification to produce a GMO are methods used to improve or strengthen a plant or animal, but there are some important distinctions between them. Unlike the process to develop a GMO, gene editing can allow us to work within the plant or animal's own family (without the need to introduce new DNA in the final product). This use of gene editing can reach the same endpoint as more traditional breeding methods, but in years, rather than decades. In many cases, the same changes made through gene editing could happen naturally through an evolutionary process.

WHAT IS THE POINT OF GENE EDITING A PLANT/ANIMAL/PRODUCT IF IT COULD HAPPEN NATURALLY?

Innovation in food and agriculture and evolving breeding methods like gene editing have the potential to meet some of society's most urgent and pressing challenges, including climate change, sustainability, hunger and improving health and wellness. With the use of innovative new methods like gene editing, we can see more exact improvements within a few years instead of over decades.

RESPONDING TO FAQs

(CONTINUED)

ARE GENE-EDITED PRODUCTS SAFE?

Gene-edited foods are subject to the same rigorous standards as every other food product available in the U.S. today. Ongoing research and development ensures products brought to market meet these standards. Federal agencies responsible for regulating gene-edited products continue to work to ensure the safety of products on the market in the U.S. To review the existing guidelines for bringing food to market, visit the [FDA](#) and [USDA](#).

ARE GENE-EDITED PRODUCTS UNREGULATED?

No. Gene-edited products are subject to the same rigorous environmental and food standards as every other agricultural and food product available in the U.S. today.



SAMPLE MATERIALS

SAMPLE MATERIALS

I. EMAIL TO MEMBERS

The following is a sample email you can customize and send out to your employees and/or stakeholders on the launch of Innovature — encouraging further amplification and following.

Sample email:

Subject: Launch of new BIO and ASTA platform to support innovation in food and agriculture - Innovature

Friends and Colleagues,

The Biotechnology Innovation Organization and the American Seed Trade Association today announced the joint launch of Innovature, a new platform to engage people in an important and thoughtful dialogue around innovation in food and agriculture and the tangible benefits it will bring to our planet, our health, and our food. Today, this effort is focused on gene editing in plants and animals, but over time this will be a platform for additional innovation as it develops.

As some of you may be aware, we have been collaborating with both organizations on this project as they have been working tirelessly since early September to bring this project to fruition. We will continue to offer our support and recommendations moving forward and invite you to do the same.

Through [Innovature.com](https://www.innovature.com) and other efforts, the project aims to engage key influencers in a dialogue around shared values to cultivate broad-based partnerships and fully realize the potential that innovations in food and agriculture, such as gene editing, have to address society's most urgent and pressing challenges.

With this in mind, we encourage you to explore and share [the site](#) and follow and engage with Innovature on [social media](#). In addition, if you have story ideas for Innovature, such as experts to interview or thoughts on events or conferences where Innovature should have a presence, please share that feedback — contact info@innovature.com.

This effort will be successful only if we work together to amplify thoughtful content and messaging around innovation in food and agriculture to condition the environment for its broad-based acceptance.

We are excited to share the culmination of months of hard work and will continue to send updates as the platform gets off the ground.

**SAMPLE
MATERIALS**
(CONTINUED)

ii. **SAMPLE INNOVATURE ARTICLE**

Below is a sample article that can be placed in a newsletter or existing update your organization may be sending out to include information about Innovature.

Launch of new platform to support innovation in food and agriculture — Innovature

A joint effort of the Biotechnology Innovation Organization (BIO) and the American Seed Trade Association (ASTA), Innovature is a platform to engage people in a dialogue that is thoughtful, wide-ranging and inclusive of varying viewpoints to realize the benefits of innovation in food and agriculture, including evolving breeding methods, such as gene editing.

Through the content hub ([Innovature.com](https://innovature.com)), social properties and other activities, Innovature aims to engage key influencers in a conversation around shared values to cultivate broad-based partnerships and fully realize the potential evolving breeding methods, like gene editing, have to address society's most urgent and pressing challenges, such as climate change, sustainability, and hunger.

Join the conversation by following on [social](#), sending story ideas for [Innovature.com](https://innovature.com) or sharing other opportunities. Story ideas and other submissions should be sent to info@innovature.com.

iii. **SAMPLE SOCIAL POSTS:**

Below are sample social posts you can share to help promote Innovature and encourage your audiences to share and follow Innovature's handles across platforms.

Twitter:

- From crops that are disease-resistant to better animal welfare, #GeneEditing and other innovations in food and agriculture have the potential to solve global challenges. We're excited to share the launch of @InnovatureNow, a conversation about innovation in food and agriculture.
- We're excited to hear about the launch of @InnovatureNow! Follow them to learn more about the benefits of #GeneEditing.
- Highlighting progress in agriculture, food and wellness, @InnovatureNow is sparking a conversation about innovation in food and agriculture like #GeneEditing. Follow them to learn more.
- A joint project between @IamBiotech and @Better_Seed, @Innovature has launched! We're excited to support the conversation about #GeneEditing and its potential benefits. Follow them to learn more.

SAMPLE MATERIALS

(CONTINUED)

Facebook/Instagram:

- #GeneEditing has the potential to provide solutions for global issues facing the food and agriculture industries. @InnovatureNow is highlighting this progress. Follow them to learn more.
- @InnovatureNow strives to explore and contextualize advancements thanks to #GeneEditing in food and agriculture. We're excited to be a part of its launch! Follow them to learn more.
- We're excited to support @InnovatureNow, a project highlighting progress like #GeneEditing in food, agriculture and wellness. Follow them to learn more!

LinkedIn:

- We're excited to hear about the launch of Innovature Now! They believe in what's possible when science and nature work together to help sustain our planet – and so do we. Follow them to learn more about #GeneEditing.
- We're excited to hear about a joint project of the Biotechnology Innovation Organization and the American Seed Trade Association, Innovature Now, which highlights progress in agriculture, food and wellness like #GeneEditing and its potential benefits. Follow them to learn more.
- The Biotechnology Innovation Organization and the American Seed Trade Association are teaming up to create Innovature Now. This project focuses on the innovations, like #GeneEditing, in food and agriculture. Follow them to learn more.





A JOINT PROJECT OF:

