

Building Trust in Gene Editing Technology

JOIN THE COALITION FOR RESPONSIBLE GENE EDITING
IN AGRICULTURE

What is the Coalition?

The Coalition for Responsible Gene Editing in Agriculture was formed in 2016 by The Center for Food Integrity and representatives from food companies, academia, civil society, technology developers, farmers and related associations. The mission of the Coalition is to drive the understanding and acceptance of gene editing technology, and its resulting food products, in the marketplace. The Coalition members believe that gene editing has tremendous potential to solve food production challenges, and they aspire to work together to engage with stakeholders about the responsible use of this technology.

The Coalition leads two initiatives:

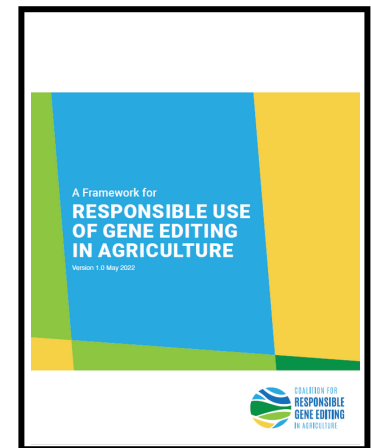
- A research-based communication framework to effectively engage in conversations about gene editing with developers, food manufacturers, processors and retailers, and consumers.
- A Framework for the Responsible Use of Gene Editing in Agriculture to build trust in researchers, developers and the end-users of gene editing technology.

What is the Framework?

The Framework for Responsible Use of Gene Editing in Agriculture provides guidance to help organizations earn trust and acceptance of gene edited products in the food system.

The Framework provides a mechanism for organizations to reassure consumers that they are using gene editing consistent with the principles of transparency, stakeholder engagement, safety and quality, trade and market considerations, social considerations, continuous improvement and verification.

The Framework applies to gene editing applications for plants, animals, microbes and other organisms used in agriculture and food.



Why should my organization get involved?

Consumers expect safe, healthy food produced in a socially responsible way. By supporting the Coalition and adopting the Framework, farmers, developers and organizations are doing their part to build consumers' trust in gene editing technology and the resulting food products.

For more information, visit geneediting.foodintegrity.org.

The Coalition for Responsible Use of Gene Editing in Agriculture is administered by The Center for Food Integrity.

How can my organization get involved?

1 Become a member of the Coalition

Choose from three membership levels:

- **FUNDER** - \$25,000 annual fee, includes representation on the Coalition Operations Committee
- **SUPPORTER** - \$10,000-24,999 annual fee
- **FRAMEWORK PARTICIPANT** - \$1,000 annual fee and commitment to pursue verification. Participant pays verification fee.

Contact the Center for Food Integrity at geneediting@foodintegrity.org to find out which level of engagement is right for your organization.

2 Endorse the Framework

Encourage your organization to publicly show its support for the Framework and Responsible Use Guidelines. Endorsers will be recognized in the Coalition's communications and marketing materials.

3 Verify that your organization is operating within the Framework

Use the Coalition's new member training and self-evaluation guide to get started. Then a third-party will verify your organization is operating in conformance with the principles, commitments and management practices outlined in the Framework. Verified organizations will be recognized on the Coalition's website and can promote their Certificate of Conformance with the Framework in their communications and marketing materials.

4 Share the benefits of gene editing technology

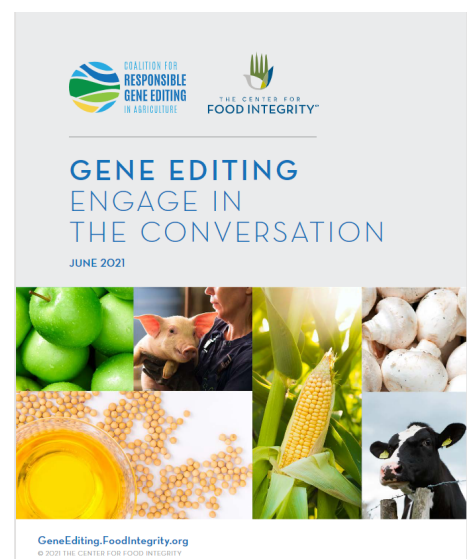
Download the Coalition's gene editing communications resources at geneediting.foodintegrity.org. Share the information on your social media channels and website. Talk about the benefits of gene editing in your thought-leadership initiatives.



FRAMEWORK ENDORSERS

- BIO
- Cargill Inc.
- Corteva
- Costco Wholesale
- FMI – The Food Industry Association
- Genus PLC
- PepsiCo
- Tropic Biosciences

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