How to Talk to Your Neighbor About What You Do

Timothy Pastoor, PhD, DABT, ATS

Pastoor Science Communications, LLC

First Round: Tough Questions In Difficult Situations

Situation	Question/Statement	Your Response
Social/One-on-One	GMO is bad and I will not eat food that is GMO!!!	
Social/One-on-One	Organic farming is better (safer) than conventional, right?	
Community Meeting	Are pesticides dangerous?	
Social Media: Twitter	Can't you grow food that's safe?	

The ABCs of Science Communication

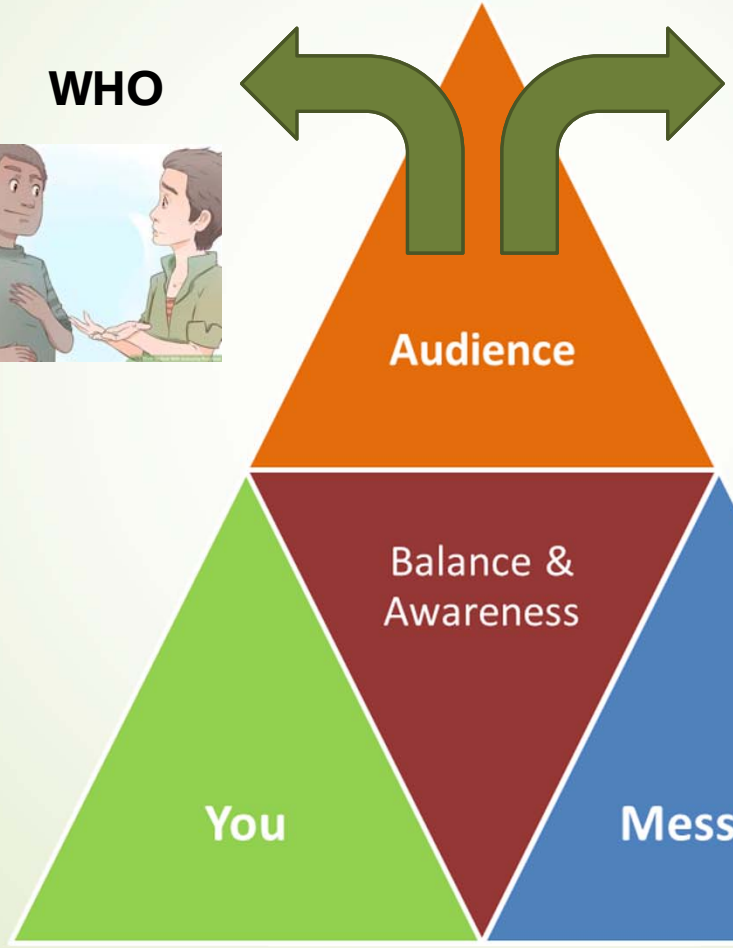
- **A**wareness

- **B**ridge

- **C**ontent

Awareness

WHO



WHAT:

Know

Feel

Do

Awareness: Audience Identification

Active

+

- Know
- **Feel**
- Do

- Know
- Feel
- **Do**

Adversarial

-

Defuse

Engage

Avoid

Inform

+

Supportive

- **Know**
- Feel
- Do

-

Passive

Awareness: Emotions

Active

- **Concern**
- **Anger**
- **Fear**
- **Anxious**
- **…**

- **Eager**
- **Willing**
- **Unsure**
- **…**

Adversarial

Supportive

Defuse

Engage

Avoid

Inform

+

-

+

-

- **Know**
- Feel
- Do

Passive

Bridging

Active

- I understand your concern…
- Maybe I can reassure you…
- Let's talk about that…
- …

- Great point. Let me add to that…
- Glad you asked…
- Tell me more. I'm listening…
- …

Adversarial

Supportive

Defuse

Engage

Avoid

Inform

+

-

+

-

- **Know**
- Feel
- Do

Passive

Bridging statements

Adversarial

- I understand your concern…
- Have you thought about…
- Maybe I can reassure you…
- Let's talk about that…
- I can't speak to that, but what I can say is…
- I share your concern, but not your conclusions

Supportive

- Great point. Let me add to that…
- Glad you asked…
- Tell me more. I'm listening…
- Let me build on that…

The ABCs of Science Communication

- **A**wareness
- **B**ridge
- **C**ontent

Content sources

- www.croplifeamerica.org
- www.GiveACrop.org
- www.gmoanswers.com
- www.knowgmo.ca
- www.bio.org
- http://www.geneticliteracyproject.org/
- www.epa.gov/pesticides
- https://www.extension.purdue.edu/extmedia/ppp/ppp-70.pdf

From: Bio.org


Fresh is Best!
Fruit and vegetable consumption has been linked to many health benefits: the reduced risk of cancer, diabetes, cholesterol and heart disease; and savings in health care costs.[1] With the responsible use of today's agricultural tools such as pesticides, farmers are able to grow the healthy crops you and your family need to lead a healthy life.
Pickleworms bore tiny holes into the sides of cucumbers only to be found by consumers. As populations of pickleworms tend to increase rapidly and destroy crops, insecticides are needed to control the pest and protect crops.[3]
From worms to thrips, lettuce crops face many threats in the field. Without pesticides, insects could reduce yields by up to 60%.[2]
Untreated onion rows are often completely destroyed by onion maggots while insecticide treated plants are 99% free of these pesky insects.[7]
Olive flies feed on olive trees, affecting up to 87% of the olives in an orchard. With the use of insecticides, farmers were able to reduce losses by 84%.[5]
Pepper maggots can damage up to 90% of pepper crops if left untreated. However, when farmers use insecticides to control the spread of pepper maggots, pepper yields increase 2 – 4 tons per acre.[4]
Prior to the development of effective insecticides, the tomato pinworm caused annual losses of $25 million in tomatoes in Florida and reduced crops by 25%.[6]
[1]http://www.who.int/elena/titles/bbc/fruit_vegetables_ncds/en/
[2]https://croplifefoundation.files.wordpress.com/2012/07/combined_document_lettuce.pdf
[3]https://croplifefoundation.files.wordpress.com/2012/07/30-cucumbers.pdf
[4]https://croplifefoundation.files.wordpress.com/2012/07/combined_document_sweet_peppers.pdf
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[7]https://croplifefoundation.files.wordpress.com/2012/07/combined_document_onions.pdf
CropLife AMERICA

From Bio.org

According to the UN Food and Agricultural Organization,

20-40%

of crops are lost each year to pests and disease.[1]

Fungicides, herbicides, insecticides, and other crop protection tools help growers reduce food loss starting on the farm.

The stronger the produce, without bug bites, mold or other damage...

The more likely it reaches a grocery store and consumers choose to purchase it.

How Much Do Crop Protection Products Help Farmers Increase Yields?

By mitigating the effects of crop feeding insects, U.S. farmers produce 144 billion pounds of additional food, feed, and fiber and reap $22.9 billion in farm income increases.[2]

Food

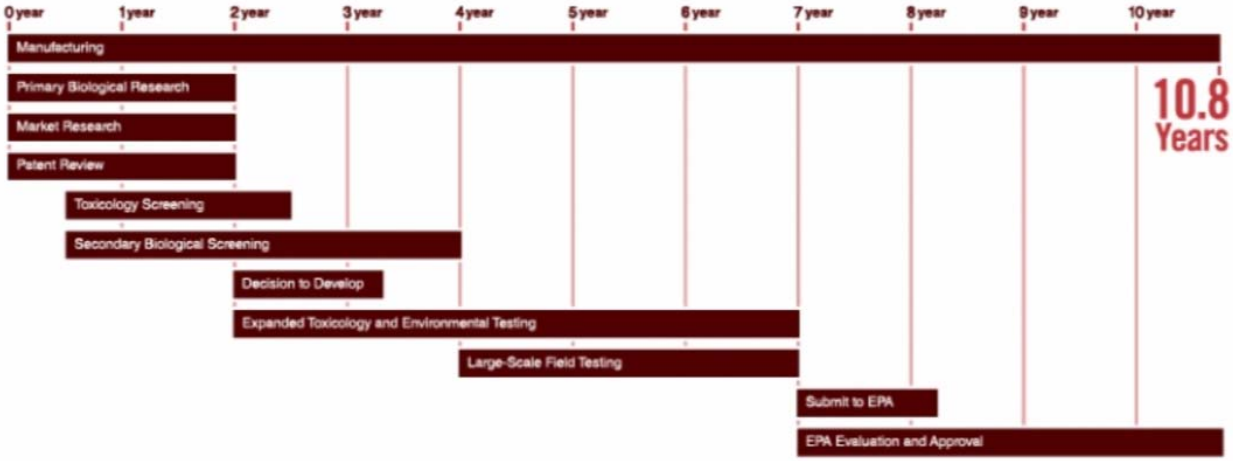
Feed

Fiber

For every dollar spent on fungicides and their application, U.S. growers gain $14.60 in increased production value.[3]

#ScienceOrSwat

The discovery and development of a new crop protection product can cost up to $286 million[1]...



Hundreds of tests and years of development help ensure that new registered products lead to an affordable, healthy and sustainable food supply.

[1] *Agrochemical Research and development: The Cost of New Product Discovery, Development and Registration | Industry R&D expenditure in 2014 and expectations for 2019.* Study completed by Phillips McDougall in 2016.

Learn more about crop protection at www.CropLifeAmerica.org

From GMOanswers.com

From:
GMOanswers.com

The “go-to” areas for content

Benefits

What we know

Content: General

Benefits

- Feed 9 billion people by 2050
- More food from less land with less water
- Safe and affordable food
- Reduce food waste

Example: When catastrophic natural disasters strike suddenly, such as the 2004 Asian Tsunami or the 2005 Kashmir Earthquake, the U.S. is a first responder in relief efforts. Why? A major reason is that our agricultural producers are so efficient and our country has an abundant and safe food supply.

What we know

- 1/3 of crops would be lost to pests
- Pesticides are extremely well regulated – like pharmaceuticals
- Each product must be registered by the Federal and State governments
- Any substance can cause an adverse effect. Pesticides are tested and regulated to avoid adverse effects.

Content: GMO

Benefits

- Faster way to find better hybrids
- A moral imperative, given the growing population and resource demands.
- Holds the promise for higher nutrition
- Reduce or eliminate allergens (e.g. peanut)

What we know

1. is equivalent to conventional or organically grown food.
2. is extremely well tested and reviewed.
3. has been endorsed by major global science organizations.
   - Declared by 10 scientific organizations to be a safe technology

Content: Organic vs Conventional

Benefits

- Organic cannot feed the world
- Cost and yield much better with conventional
- True organic growing is labor intensive.
  - ~2% of US population produces food

What we know

- Residue limits are carefully set at low and protective levels
- Residues are low or non-existent
- Organic uses pesticides (~20 synthetic)
- Organic is a marketing ploy
- Organic and conventional have same nutritional content

From Amy Hays...

Silent	**Together We Can!**
Boomers	**You Matter**
GenX	**Prove It**
Millennials	**Big Picture**

Communicating across generations

Age-Group	Orientation	Viewpoint	Your approach
Traditionalist	**Together we can…**	We will starve	…we can produce enough…
Boomer	**You Matter**	I will starve	Safe, affordable food for you and your family
Gen X	**Prove It**	Who says I'll starve	Well studied, carefully regulated
Gen Y/ Millennials	**Big Picture**	I'm fine and I'll figure it out	Let's work together to do what needs to be done.

Second Round: Tough Questions In Difficult Situations

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Panel

- Set situation (one-on-one; community meeting, etc)
- Decide adversarial or supportive
- Panels pose and react to questions or statements