Plant Breeding Innovation: a new Communications Strategy for ESA

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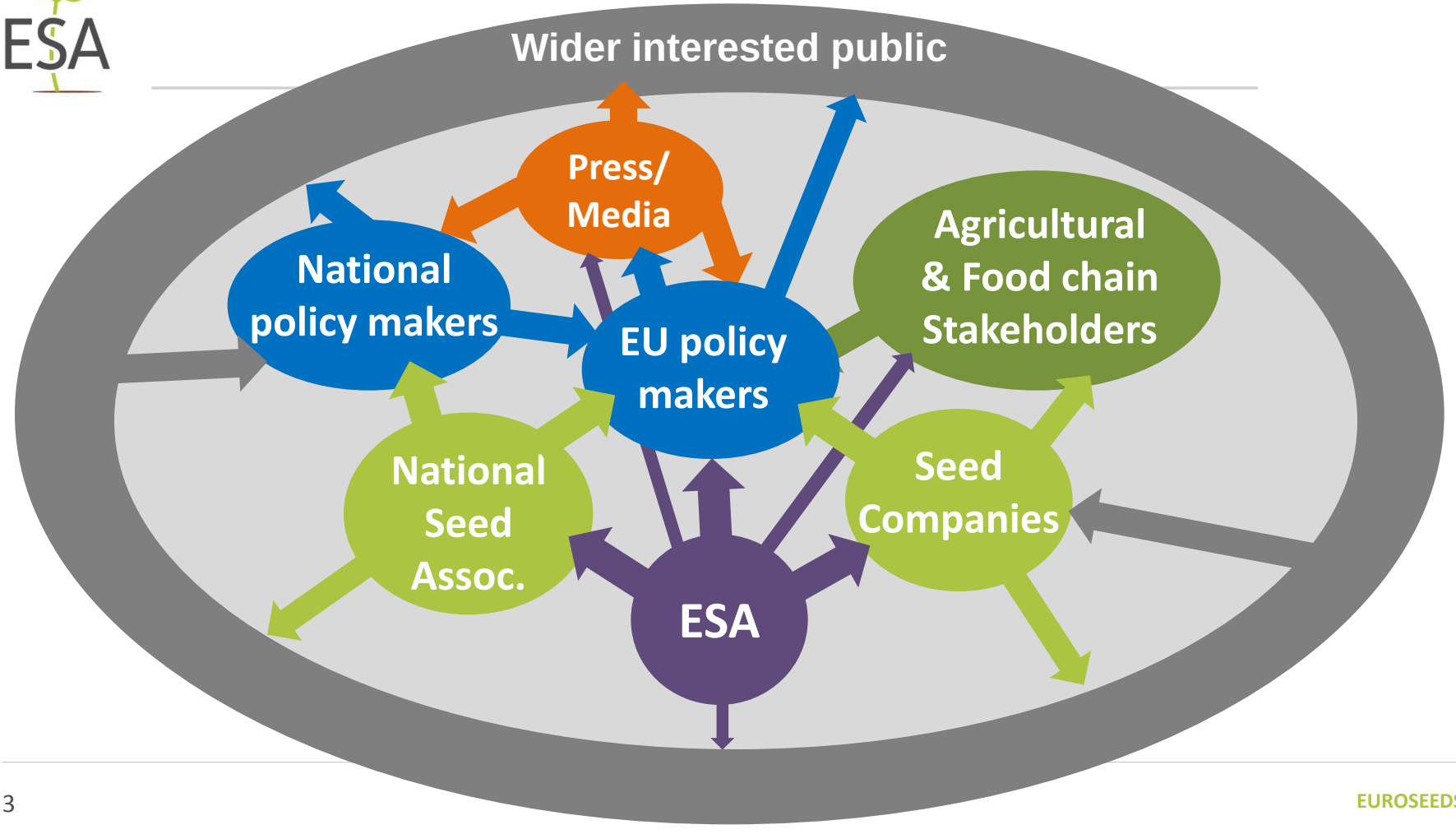
ESA Communications Strategy objectives

- **Engage EU decision makers (1st target group)** in their decision making process on EU seed industry topics

- **Plant** positive seeds (messaging) and **prepare fertile ground** with the **interested public (2nd target group)** on EU seed industry topics

- **Building a better image and gain greater acceptance of plant breeding innovation**

Target audiences, amplifiers and their connectivity



Get fascinated by plants!

"#Plants are fascinating & they are critical to our future food, agriculture, environment. #PlantBreeding #PlantDay"

Goal: **100** supporters by **May 18th**

ESA communications strategic approach

Biodiversity, Access Benefit Sharing (ABS)

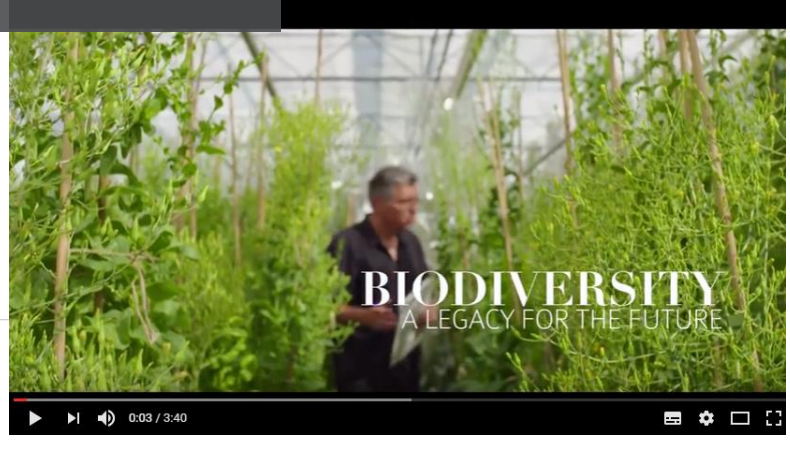
Innovation regulation (New Breeding Techniques)

Intellectual Property

Trade & Plant Health

Innovation policy (R&D; funding)

Image of the seed sector



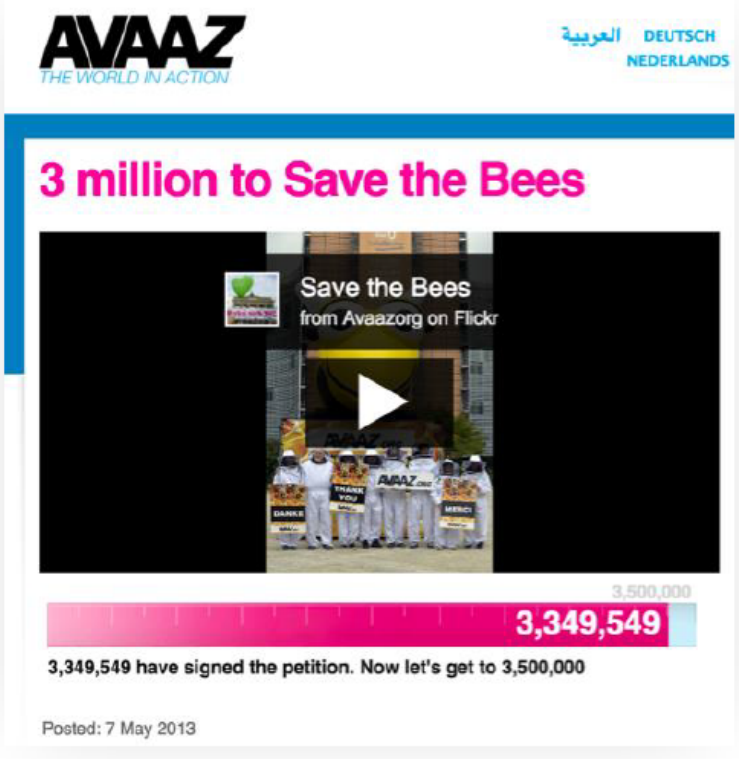

#PLANTBREEDINGINNOVATION

Post-truth politics

New breeding techniques: Hidden GMOs?

THE GREENS/EUROPEAN FREE ALLIANCE

Lessons learn from activists - clicktivism



- 3.3M signatures to ban the use of neonicotinoid pesticides.
- *"The catastrophic demise of bee colonies could put our whole food chain in danger.*
  If you act urgently with precaution now, we could save bees from extinction."

Plant breeding innovation: campaign objectives

- Position the latest plant breeding methods as the **essential future development** of the European seed sector
- **Align the national associations** so that everyone in the industry speaks with one voice and one message
- **Amplify messages** and further build online communities
- Be **part of the key conversations** and **engage** with core audiences:

  Industry, European trade associations, MEPs, EU officials, Researchers

Campaign elements

Research, strategy and planning

Campaign landing page “A digital hub”

Social media campaign activation

Event activation

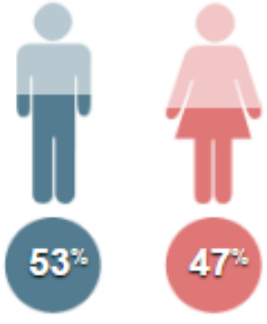
Digital mapping of interested organisations

alemannoEU Check the last issue | #dieselgate #ParisAgreement #Geoengineering #GMO > @EurJRR issue 1|2016 @HECParis @CUP_Law https://t.co/BnNxWE57kI
02-Apr-2016 13:32 PM

alemannoEU RT @PH_AdvocateEU NGOs sue #Monsanto + EU food safety watchdog over pesticide - legal battles increasing in field of PH @alemannoEU https://t.co/HwnKk1oaHR
03-Mar-2016 05:36 AM

alemannoEU RT @corporateeurope #ConflictsofInterest at the European Food Safety Authority: Enough is enough! https://t.co/j76MB8XVLZ #EFSA https://t.co/BmspEAXUB
02-Mar-2016 14:20 PM

Followers by Gender



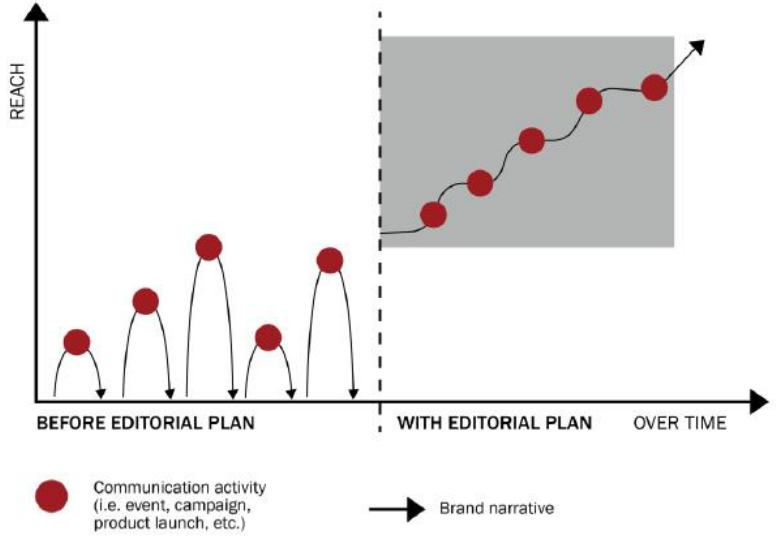
Followers by Country

USA	30.1%
Unknown	19.8%
Belgium	9.3%
UK	7.4%
France	5.9%

Campaign strategy

- A **simple message** for a complex issue
- Create an **emotional** story & recognizable **visual identity**
- **Combine** public affairs with creative communication

Editorial plan with a red thread (ZN)



4 pillar approach to audience engagement (ZN)

Digital as a hub for all communication

Bringing information together and integrating communication

"Show me, don't ask me to trust you" storytelling

Telling the story with show-and-tell multimedia content

Engage with your audiences

Listening and responding to what stakeholders are saying, rather than just pushing out stories

Turn your audience into ambassadors

Create content that is worth sharing and inspire your audience to become ambassadors

Why do we need plant breeding innovation?

ISF Discussion guide

1 **BENEFITS OF PLANT BREEDING INNOVATION**
For consumers, farmers and the environment.

2 **METHODS OF PLANT BREEDING INNOVATION**
Focus on gene editing applications such as targeted mutagenesis (e.g. CRISPR-Cas9) and cisgenesis.

3 **PUBLIC POLICY FOR PRODUCTS OF PLANT BREEDING INNOVATION**
The importance of having consistent criteria among countries when determining the scope of regulatory oversight for plants developed through the latest methods and the impact on the seed sector, consumers, farmers, traders and academic institutions.

Consumer benefits

Plant breeding innovation:

- enables us to meet **consumer expectations** with improved plants that provide **longer-lasting, fresh, nutritious and affordable food**, as well as fuel and fibre.
- contributes to the **health and well-being of consumers** and has the potential to improve quality of life.

Supporting statements

Innovations in plant breeding can contribute to:

- ✓ vegetables with a higher resilience to transport and storage
- ✓ cereal varieties suitable for gluten-intolerant/celiac disease
- ✓ crops with increased nutrients
- ✓ optimized bio-fuels as an alternative to fossil fuels
- ✓ hypoallergenic plants for clothing and furnishings
- ✓ flowers, trees and turf for sustainable green spaces

Farmer benefits

Through improved seed, plant breeding innovation:

- provides **yield stability**, despite a changing climate.
- creates plants that can **resist pests and diseases**, enabling more choice and **flexibility for farmers**, and potentially **fewer crop inputs.**

Supporting statements

Thanks to innovations in plant breeding we can:

- ✓ reduce the cost and time required to bring improved seed to farmers
- ✓ rapidly adapt crops and plant varieties to changing climate
- ✓ increase effective options for weed, disease and pest management
- ✓ increase food production under environmental stress factors caused by climate change and extreme weather conditions.

Environmental benefits

Plant breeding innovation

- results in improved seed that can increase yields while **decreasing greenhouse gas emissions** and reducing environmental impact.
- develops new seed varieties that are **better able to withstand attacks from pests and diseases,** reducing and optimizing the use of crop inputs.
- increases yield result in more crop per acre → **more forest, flora and fauna can remain untouched** by agricultural production, preserving natural habitats.

Supporting statements

- ✓ Plant breeding innovation can result in plants that survive and even thrive in extreme weather conditions.
- ✓ Increasing yields on less land using conservation tillage supports soil health and optimizes the use of farmland, fuel, labour and water while more efficiently using crop inputs.

PLANT BREEDING FOR SUSTAINABILITY

Without plant breeding, Europe would need an extra 19 million hectares of farm land to produce the same amount of food.

Turning 19 million hectares of forests, wetlands and other habitats into farmland would release 3.4 bn tons of CO_2.

Annualised, that's the same as all the greenhouse gas **emissions from traffic in Germany,** or the annual CO_2 emissions of **a country like the Netherlands.**

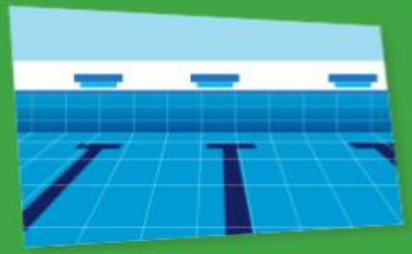
Research source: http://bit.do/plantetp-HFFAResearch
More info: www.plantetp.org

PLANT BREEDING FOR SUSTAINABILITY

Plant breeding has enabled EU farmers to save nearly 55bn m^3 of water since 2000.

That is the same as

22 million Olympic swimming pools.



Plant breeding is helping EU agriculture to meet the objectives of the EU Adaptation Strategy for climate change and helping us manage droughts as our climate changes.

Research source: http://bit.do/plantetp-HFFAResearch
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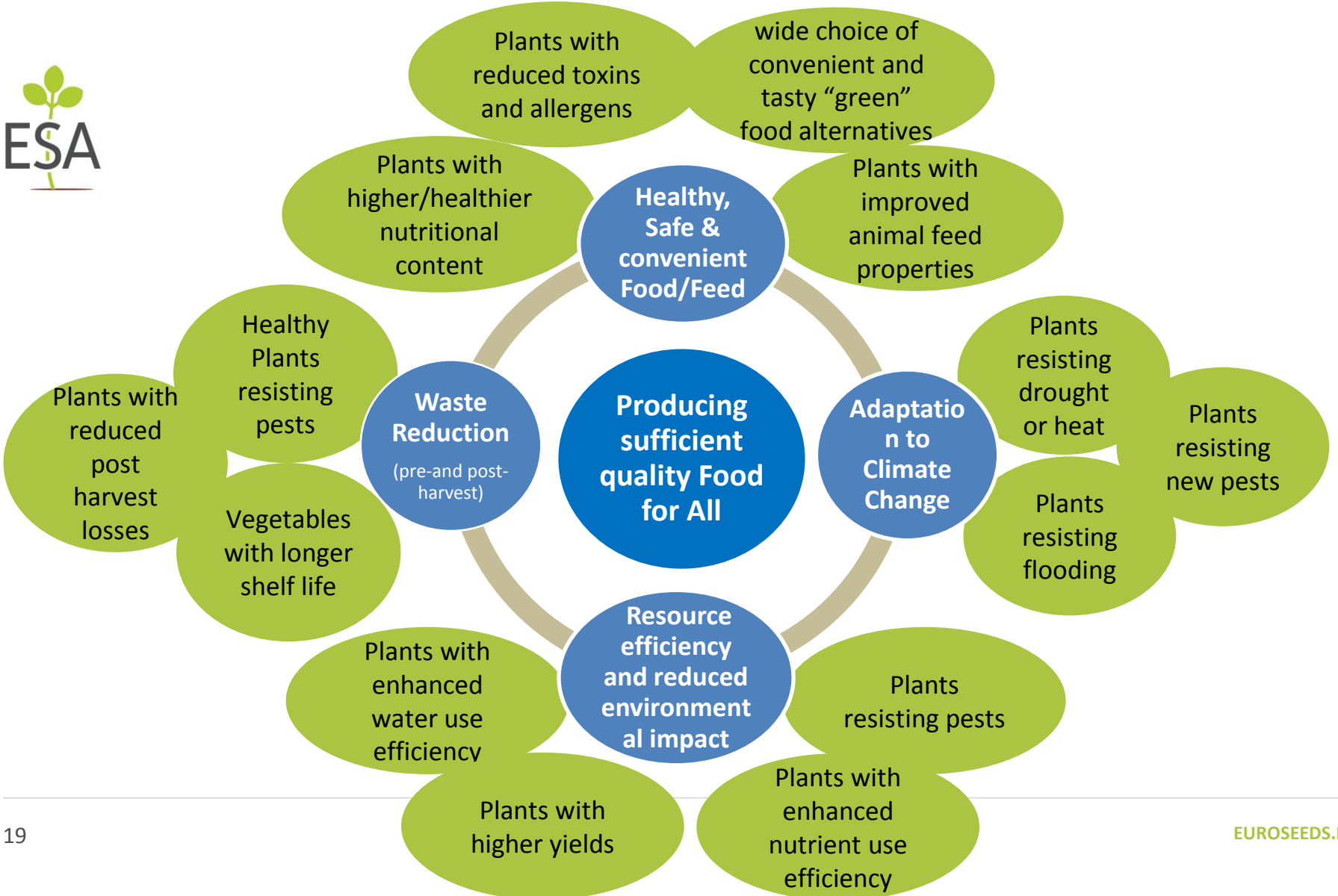

Plants with reduced toxins and allergens
wide choice of convenient and tasty “green” food alternatives
Plants with higher/healthier nutritional content
Healthy, Safe & convenient Food/Feed
Plants with improved animal feed properties
Healthy Plants resisting pests
Plants with reduced post harvest losses
Waste Reduction
(pre-and post-harvest)
Vegetables with longer shelf life
Producing sufficient quality Food for All
Adaptation to Climate Change
Plants resisting drought or heat
Plants resisting new pests
Plants resisting flooding
Plants with enhanced water use efficiency
Resource efficiency and reduced environmental impact
Plants resisting pests
Plants with higher yields
Plants with enhanced nutrient use efficiency

Healthy, safe & convenient food - examples

- 00-Winter oilseed rape without erucic acid and low glucosinolates, suitable for humans
- Wide choice of cabbage (Cauliflower, kale, cabbage, Brussels sprouts, broccoli etc.)
- Broccoli with increased antioxidants
- Salanova Gaugin lettuce: easy-to-prepare salad. One cut, ready. Less waste
- Waxyma beta barley: with high level of beta glucan, it helps reduce blood cholesterol
- Carrots with increased beta-carotene
- More convenient snack vegetables: seedless watermelon, baby cucumbers, grape tomatoes



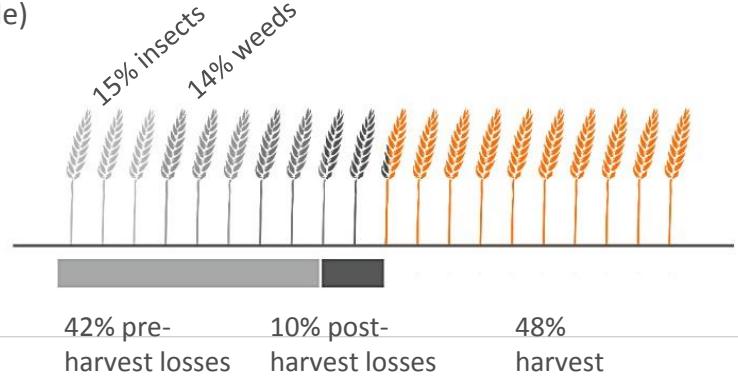



Waste reduction (pre & post harvest)

- Powdery mildew (fungus) resistant wheat
- Fusarium (toxic fungus) resistant corn/wheat
- Beets with reduced storage losses (degradation of storage sugars)
- Potatoes with reduced bruising/black spots
- Tomatoes/Strawberries with longer shelf life

Harvest losses

(worldwide)



Source: DBV

Resource efficiency & reduced environmental impact

- Phytophthora (pest) resistant potatoes
- Fusarium (toxic fungus) resistant corn/wheat
- Drought resistant maize
- Nitrogen use efficient sugar beets
- Maize Hybrids/ Sugar beet hybrids with increased yields

Per capita cropland (in ha)

Source: FAO

WAXYMA - BETA BARLEY

- **BREEDING TIME:** 15 years
- **FUNCTION:** Food
- **TRAITS OF INTEREST:** High beta-glucan content.
- **USER BENEFITS:** Beta-Glucan of barley reduces blood cholesterol level and post-prandial glycaemic responses as a part of a healthy nutrition.

ATLETAS - CORN

- **BREEDING TIME:** 7 years
- **FUNCTION:** Fuel/Energy
- **TRAITS OF INTEREST:** Very high yield.
- **USER BENEFITS:** Very high yield for max methane yield/hectare. It stays green for flexibility in harvesting.

ARETHA - FLAX

- **BREEDING TIME:** 15 years
- **FUNCTION:** Fibre
- **TRAITS OF INTEREST:** Fibre yield per hectare better quality.
- **USER BENEFITS:** Used in high quality garments for knitting or weaving.

Food, feed, fuel, fibre and fun: supplying products for a greater diversity

BAROLEX - NUTRIFIBRE - TALL FESCUE GRASS

- **BREEDING TIME:** 15 years
- **FUNCTION:** Feed
- **TRAITS OF INTEREST:** Increases the feed value in fibrous grass plants while keeping optimal palatability.
- **USER BENEFITS:** Massive forage with high energy and protein to produce more milk with high fat and protein levels.

SALANOVA GAUGIN - LETTUCE

- **BREEDING TIME:** 7 years
- **FUNCTION:** Food
- **TRAITS OF INTEREST:** Fresh convenience salad.
- **USER BENEFITS:** Easy-to-prepare salad: One cut, ready. Less waste.

TOUCH ME - PRIMULA

- **BREEDING TIME:** 10 years
- **FUNCTION:** Fun
- **TRAITS OF INTEREST:** Does not contain primide.
- **USER BENEFITS:** Everybody can touch it: Many people are allergic to primine when they touch flowers. Touch me is primine free.

When talking set the tone & the approach:

- Embrace scepticism and emotions
- Acknowledge concerns
- Share personal stories
- Show Your Passion!
- Avoid jargon and technical terms
- Illustrate ideas using examples and analogies
- Avoid defensive positions

ASTA Research and Messaging Guide PBI

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