

Promoting Modern Farming

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Abstract

Genetic modification has been highly debated since Herbert Boyer and Stanley Cohen made the first GMO in 1973. While much debate still remains today over the long-term health. Effects of GM Crops outside of the U.S., American farmers have widely adopted genetically modified crops. The environmental benefits are too great to pass up. Some types of GM Crops reduce the water needed to grow them, in turn reducing water use. In Nebraska this is especially important with the ongoing fight to protect the Ogallala Aquifer. Another benefit found when planting GM Crops is the reduced amount of pesticides needed to grow a healthy crop. If the seed is already genetically resistant to what the chemical is used for there is no more need to spray them. It is my belief that by creating a unified identity and campaign surrounding the environmental benefits of GM Crops farmers will be able to dispel misconceptions and consumers will be more inclined to buy GM Foods. I will look at how other similar campaigns like "Got Milk" and "What's For Dinner" have unified and benefited the industry in the hopes to apply the research findings to my final work.

Historically genetic engineering has been used for thousands of years, although in a much simpler way. Farmers began manipulating plants by saving seeds of the best plants for the next growing season and weeding out the weaker ones. This eventually led to the development of hybrid crops when they took two plants, each with a different trait they sought to replicate, and cross bred them. Until this time any changes made in plants were limited to the traits that were already present within the same species. That all changed with the discovery of genetic engineering. This now allowed the transfer of genes from different species or even different kingdoms. An example of that is when bacterial DNA is inserted into a plant. Now GM Crops have become a major player in American crops, making up roughly 88% of the corn, 94% of the soybeans, 90% of the canola, 90% of the cotton, and 95% of the sugar beets grown in the country.

Today GMO seems to have become a bad word. People are scared of them, people don't know enough about them, and some people are completely ok with them. This variation of views that span to both ends of the spectrum is why GMOs are such a hot button topic.

Literature Review*GMOs*

Genetically Modified Crops are becoming an important player in the fight to keep the world fed. It is predicted that by the year 2059 we will not be able to produce enough food to feed everyone. With the addition of GM Crops the food shortage could now be combated and without them we will not have a chance. With GM Crops it is now possible for more to be grown in less space. A Producer can get more

bushels per acre planting GM Crops. Along those same lines, there have been improvements made to plants like corn that allows them to grow and thrive while using less water than others. This has made it possible for producers to grow in dryer climates with a shorter growing season.

The main problem today is society's fear and rejection of the concept. Geneticists have shied away from genetically altering crops such as potatoes and carrots for the fear that society will reject the products after they put the investments into it. It costs a great deal of money to safely alter plants today, it is not like the first genetically modified crops where they would just cross one plant with another. Today they can go into the plant and alter the specific gene they want to change.

Successful Advertising

Today everyone is connected to the internet. One successful method of advertising is short video clips. Almost every website has some sort of advertising on it, whether it be as big as banners constantly running on the side or as small as a sponsor logo at the bottom, it is there. One key components to successful web-video advertising is knowing the context of your video and being careful about what site it is on. Studies have shown that people respond better to web advertisements when they are relevant to the site's content. Another key is to cater to your audience, know their interests and know what they want to get out of something. In a survey 43% of people thought it was important to be able to click through an ad to a company's website.

On the other side of advertising is print. Print is still a part of advertising, it isn't dead just yet. A successful advertising campaign ties print and media together to make an effective argument. The key ideas behind a print campaign is making an easily recognizable piece that connects to your audience on a deeper level. Once that connection has been made it is easier for them to be persuaded to your cause. Also, some printed materials let the audience interact with the piece. A successful printed piece follows the rules for design but also breaks them enough that it doesn't look like anything else.

Research

Upon my literature findings, I conducted an anonymous survey with 55 responses. With this survey I found that of the people that had never lived in a rural environment the majority have never done their own research on GM Crops and on average had a negative outlook on them. While on the other hand the people that have at one point in their lives lived in a rural environment have a more positive attitude towards GM Crops. Also, the majority of people that have never lived in a rural environment think that genetically modified products taste different than organic while the majority of people that have lived in a rural environment do not think that they taste different.

In this survey I sought to educate as well as ask questions for my research. When asked if people were aware that by 2059 we will not be able to produce enough food to feed everyone, 34% of people responding did not know that it was an issue. Then when asked if they knew that some GM Crops required less water to grow, 51% of people did not know that. Being that only 20% of people answering this survey had never lived in a rural environment that means that those numbers are coming from both sides. This means that even though a person has lived in a rural environment and has a more positive view on GM Crops they still don't have all of the facts.

Reflection

When comparing those aspects of my research I found that the majority of my target audience is those who have not lived in a rural environment. Noting that, it does not mean that I don't need to reach people in a rural environment. When taking an in depth look at the individual answers in the survey instead of the average I found that there are people living in a rural environment with a negative view of GM Crops. I need to change their attitude towards GM Crops and make them see that they are not a bad thing but will in fact help us to keep up with the food demand that comes with our rapidly growing world population.

I plan on using a marketing strategy geared toward people between the ages of eighteen to 35 taking into consideration their social norms and wants. I feel like I need to make a connection with them first and then try to change their minds. I also want to make sure they are correctly informed on the matter.

Strategy

After reflecting on what my research has shown me I have thought of a couple different ways to accomplish my goals. I want to create a campaign that creates a connection between all types of people, whether they live in a rural environment or not. In the past, most GM advertising I have seen is geared towards the farmer who buys the seed. I want to go beyond that and advertise for the farmer. It makes no sense for a tomato farmer to buy modified seeds that will give him more yield if he can't sell because society will look at his product negatively. To do this I want to employ both web and print based advertising.

On the web advertising side, I plan on making a short video explaining some positive aspects of GM Crops in a creative way that really reaches the audience. My strategy for this is to use both illustration and live video to create an emotional connection and alter the viewers opinion on GM Crops. The idea driving this is to show the impact GM Crops could make on food production to counter food shortage that comes with a growing population.

On the print side, I plan on using several methods. First, I plan on creating a billboard mockup to promote GMOs to the public. I want to get away from the traditional image of a farmer standing in a field holding a piece of corn telling you how good it is. I want to make something that people don't expect. Second, I plan on making a three part poster series and brochure to compliment the video. And lastly, I want to make up some fun stickers that promote GM Crops. I feel like the stickers make my campaign more interactive. If it is a well designed sticker some people might use it only for that reason and that still promotes GM Crops.

Conclusion

To reiterate, I intend to reveal the benefits of biotechnology with a strategic ad campaign by changing the negative attitude of consumers towards genetically modified crops. Drawing on past successful campaigns and the science behind the benefits of biotechnology I want to put together a powerful ad campaign. In particular, the idea that GM Crops cut down costs for producers and lessen environmental impact. I will do this through the strategy explained above using information found in literature and my research surveys.

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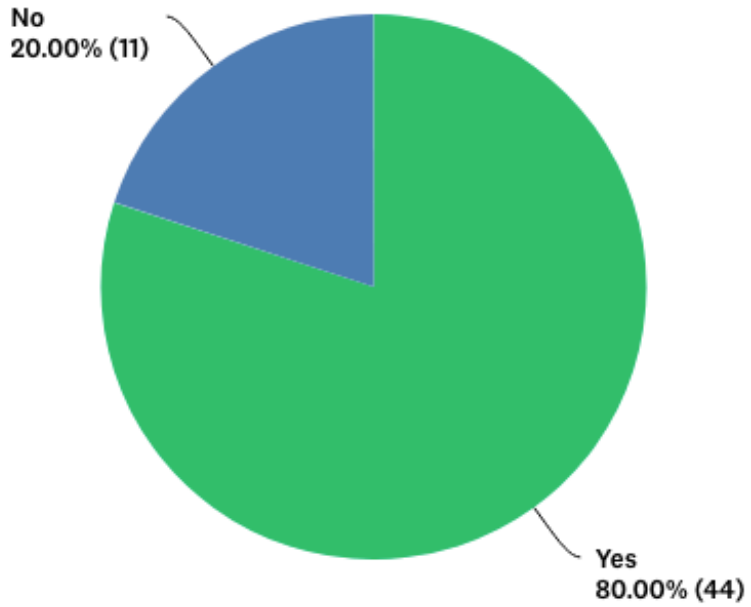
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Survey Results

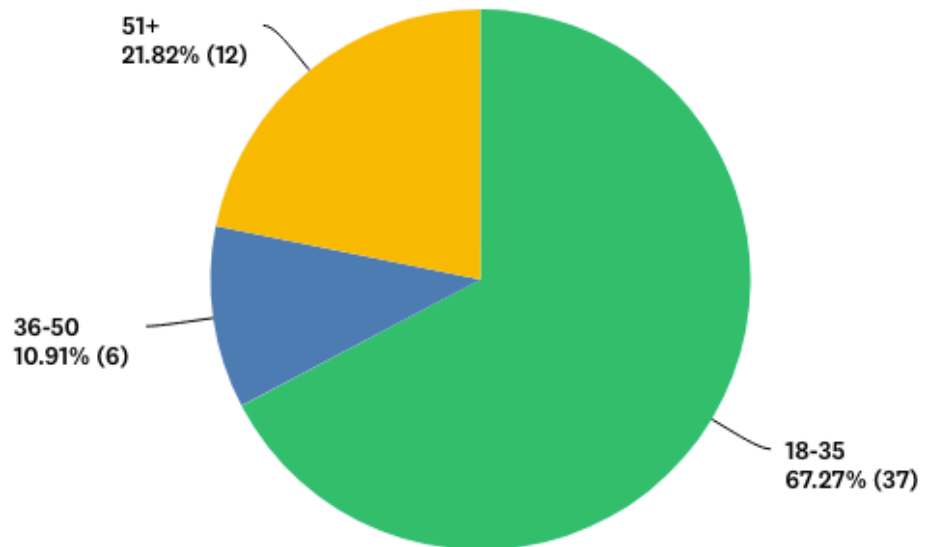
Have you ever lived in a rural environment?

Answered: 55 Skipped: 0



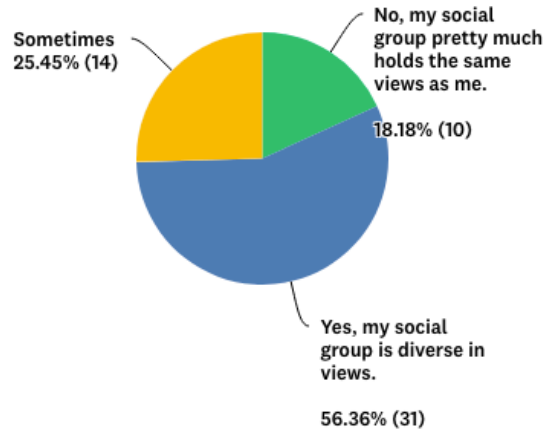
How old are you?

Answered: 55 Skipped: 0



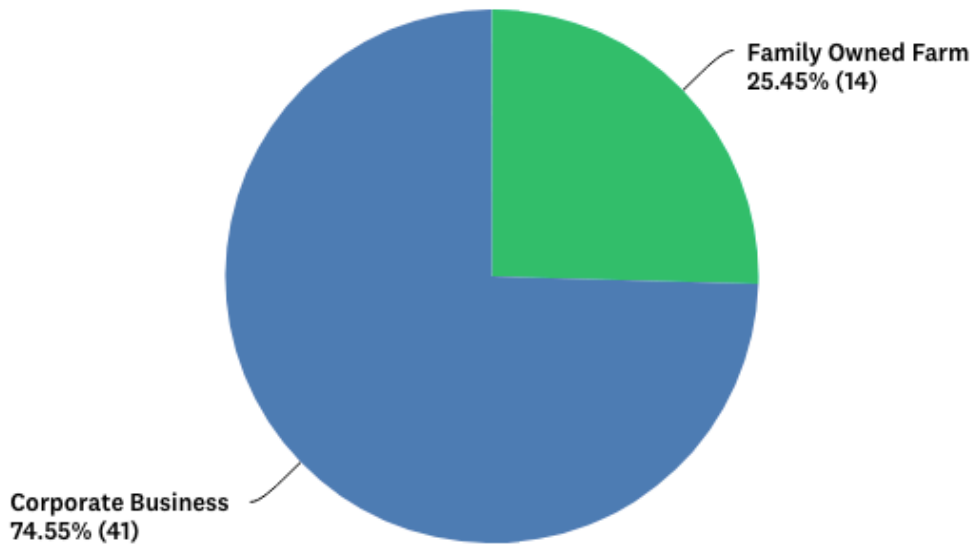
Would you say that you hang out with people with different views than you?

Answered: 55 Skipped: 0



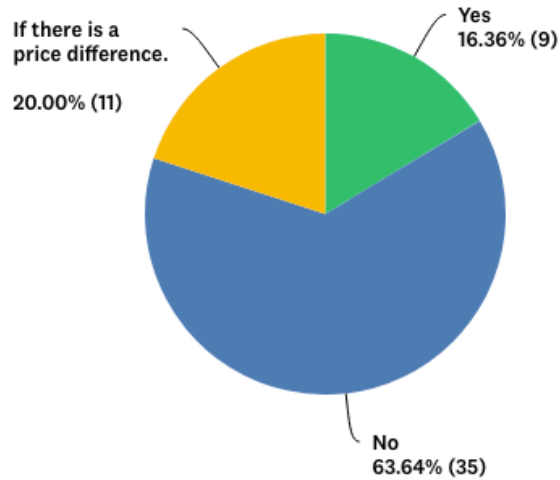
When you think of who produces GMOs who is it?

Answered: 55 Skipped: 0



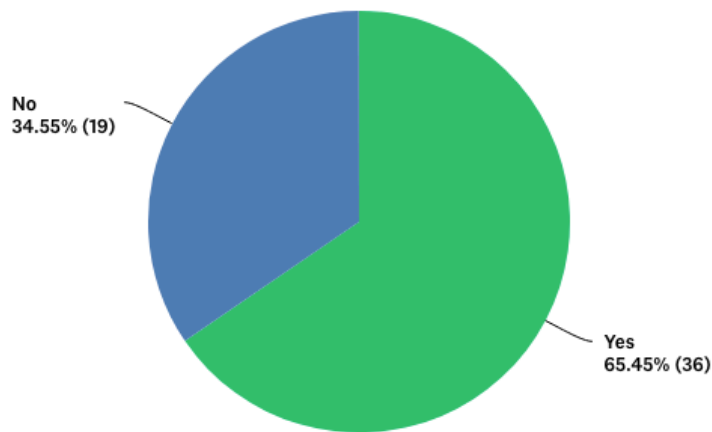
Does a GMO (Genetically Modified Organism) label influence your purchasing?

Answered: 55 Skipped: 0



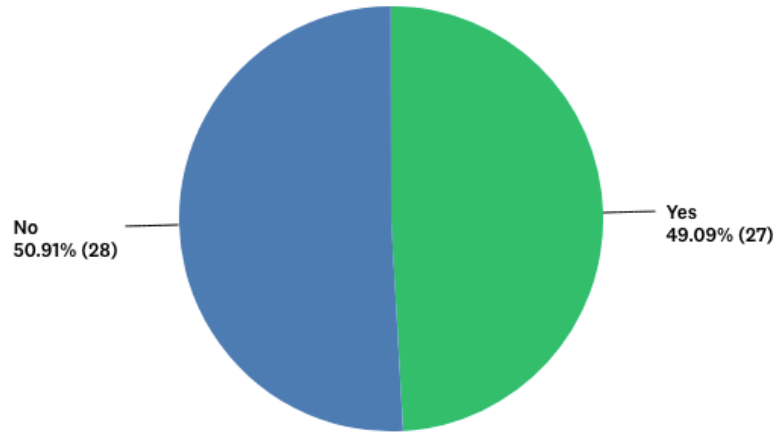
Are you aware that in 2059 we won't be able to produce enough food to feed everyone?

Answered: 55 Skipped: 0



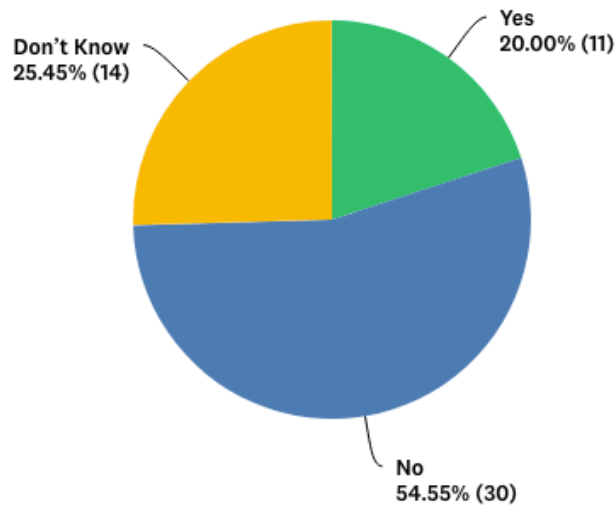
Water has become the number one protected natural resource. Are you aware that GMOs require less water to grow?

Answered: 55 Skipped: 0



Do you think that GMOs taste different than organic produce?

Answered: 55 Skipped: 0



Have you ever done research on GMOs?

Answered: 55 Skipped: 0

