

"THAT'S OK, THIS CAMPAIGN WAS NEVER BASED ON SCIENCE ANYWAY" - TWENTY YEARS OF SUCCESS AND FAILURE OF AGRICULTURAL BIOTECHNOLOGY

DEPARTMENT
OF LAND
ECONOMY

Environment,
Law, and
Economics

{WHERE} Mill Lane Lecture Room 4

{WHEN} Wednesday 26th October, 4-5pm

{SPEAKER}

Dr Julian Little, Head of Communications & Government Affairs, Bayer Crop Science.

2016 marks the twentieth year of commercial planting of genetically modified crops around the world. Twenty years later there are more farmers growing GM crops than there are farmers in Europe. So why is it so successful in the Western and Southern Hemispheres but viewed with such suspicion in Europe? This will be a discussion on what has happened around the world, why farmers are interested in new technology and why some campaigners aren't, and some very recent findings looking at what people in the UK think.

{ABOUT THE SPEAKER}

JULIAN HAS WORKED IN PLANT SCIENCE AND CROP PRODUCTION FOR OVER TWENTY-FIVE YEARS. WITH A PHD IN MOLECULAR PLANT PATHOLOGY FROM THE UNIVERSITY OF WALES, HE WORKED INITIALLY AS A PLANT BIOCHEMIST WORKING IN BOTH THE UK AND FRANCE, BEFORE SWITCHING TO COMMUNICATING SCIENCE IN 2002 AND IS CURRENTLY THE COMMUNICATIONS & GOVERNMENT AFFAIRS MANAGER AT BAYER CROPSCIENCE. BASED IN CAMBRIDGE, HE DEALS WITH MEDIA, POLITICAL AND PUBLIC ENQUIRIES ON THE SUBJECT OF CROP PRODUCTION, INNOVATIVE PLANT BREEDING, TOGETHER WITH MORE GENERAL ISSUES SURROUNDING PESTICIDE USE AND SUSTAINABLE AGRICULTURE. HE IS DEPUTY-CHAIR OF THE AGRICULTURAL BIOTECHNOLOGY COUNCIL REPRESENTING THE AGRIBIOTECH INDUSTRY IN THE UK, AND CHAIR OF THE COMMUNICATIONS GROUP AT EUROPABIO IN BRUSSELS.

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