

# CREATING COLLABORATIVE PARTNERSHIPS BETWEEN INDUSTRY AND UNIVERSITIES TO SOLVE COMPLEX AGRICULTURAL PROBLEMS

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## BT BRINJAL EGGPLANT



“FARMERS SPRAY BETWEEN 20-70 TIMES OVER THE GROWING SEASON IN THE PHILIPPINES FOR CONTROL OF THE FRUIT AND SHOOT BORER CATERPILLAR. WITH THE PEST CONTROL OFFERED BY BT EGGPLANT, THESE SPRAYS CAN BE ELIMINATED.” – ANTHONY SHELTON, PLOS, 2016

## LEAN FINELY TEXTURED BEEF



“WE’RE PROUD THAT TODAY WE CAN DERIVE MORE  
BEEF FROM A BEEF ANIMAL WITH LESS WASTE.” –  
MEATSAFETY.ORG, 2018

“[INDIA] HALTED INDEFINITELY THE COMMERCIAL CULTIVATION OF GENETICALLY MODIFIED EGGPLANT.” – WALL STREET JOURNAL, 2010



“THOUGH THE USDA CONSIDERS THE PRODUCT SAFE FOR HUMAN CONSUMPTION, MCDONALD’S, BURGER KING, AND TACO BELL PUBLICLY RENOUNCED IT AND PUBLIC SCHOOLS...STOPPED SERVING IT FOR LUNCH.”

– JOHN SUNBURN, TIME MAGAZINE, 2014



# SEEDS OF MISTRUTH

## HOW FOOD MYTHS GO VIRAL

On social media, it's shockingly easy for poor science related to food, advocated by a single researcher or influencer, to spread into a "hive mind" of misinformation, causing people to make dietary decision based on half-truths or even paranoia

### JANUARY 2012

Study published in the Journal of Diabetes, Metabolic Syndrome and Obesity claims that "significant reductions were observed in body weight in people who consumed a commercial green coffee bean extract."



### APRIL 2012

Dr. Oz (with 25 million viewers) touts green coffee extract pills as a secret weight loss "miracle pill"

### REMAINDER OF 2013

350 thousand total tweets, reaching 271 million people, celebrated the new "miracle pill"



### JUNE 2013

Media starts questioning the credibility of the research, which:

- Had sample size of 16
- Included no control group
- Had a principal investigator who didn't conduct the actual research



### AUGUST 2013

Dr. Oz conducts an on-air clinical trial to validate the original research, failing to obtain ethical approval prior to conducting research on human participants.



### JANUARY 2015

The Federal Trade Commission files a claim, and the study is retracted. By this time, \$50M of extract pills had been sold.



### UNCONFIRMED DATE

DoctorOz.com removes the original segment and the on-air trial from the website.



### TODAY

People keep tweeting about green coffee bean pills

"Studies show incredible natural weight loss from Green Coffee Extract"

July 4, 2015

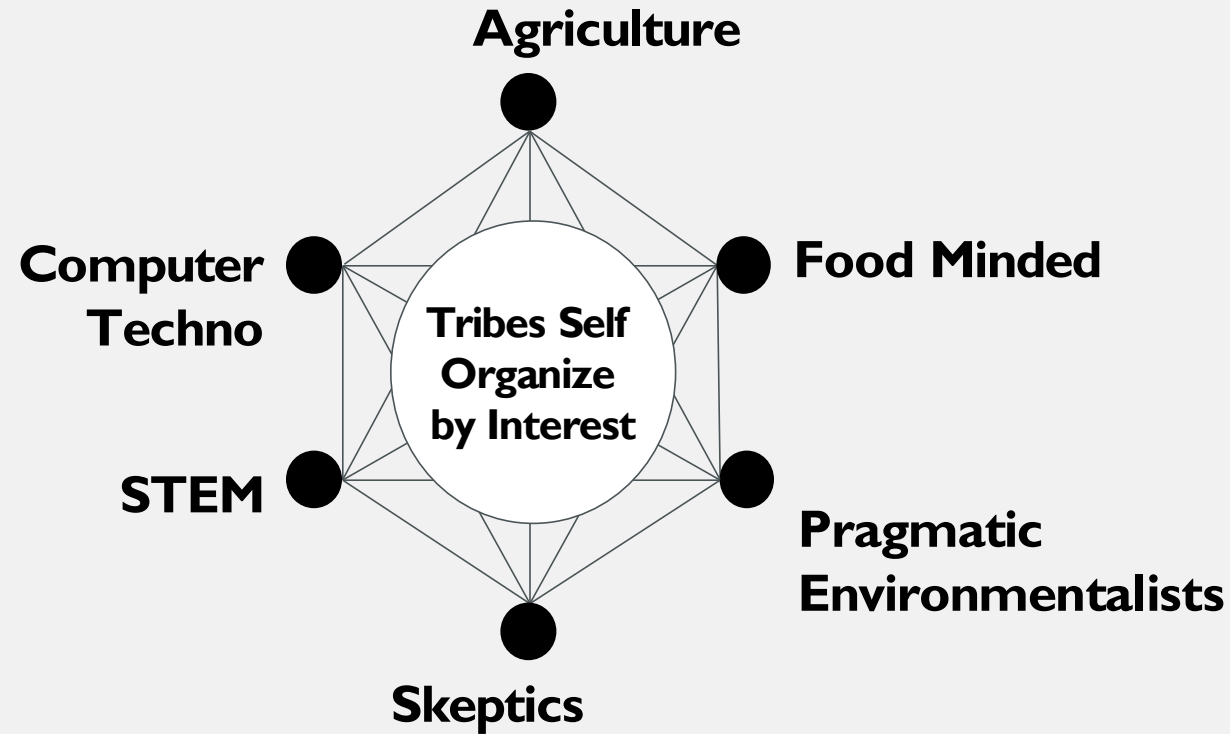
"Painless Diet: Pure Green Coffee Bean Extract for weight loss."

July 5, 2015

"Green Coffee Bean is great for weight loss."

July 13, 2015

PILOT A COLLABORATIVE “THINK TANK” BETWEEN INDUSTRY AND UNIVERSITY FACULTY TO CREATE A MULTI-DIMENSIONAL, INTERDISCIPLINARY VENTURE TO COMBAT PSEUDOSCIENCE IN AGRICULTURE.



# THE PROCESS





April 28 at 5:21pm

I enjoyed presenting "The Science of a GMO" to the Region 1 NAAE (ag teachers) conference today. If there are any teachers here that'd like to present at a summer conference, let me know! I'd love to pass on the workshop info. It went great!



**Science of a GMO**  
<http://tiny.cc/GMOscience>

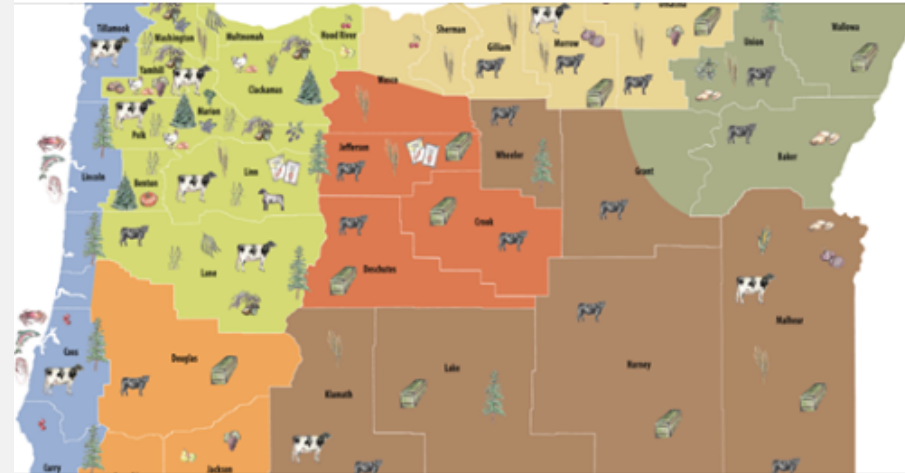


**National Agriculture in the Classroom**  
April 28 at 4:15pm

Like Page

May 10 at 4:09pm

Just wanted to share a project we've been working on, helping students to experience modern agriculture with technology...  
<http://oregonaitc.org/oregon-map> (Be sure to check out the videos on the right!)



OREGONAITC.ORG

**Interactive Grown in Oregon Map | Oregon Agriculture in the Classroom**

January 20

All, I found another cool resources to share with you. Take a look at how students at Univ of Nebraska are telling the science of ag story.

Comment



STREAMINGSCIENCE.COM

**Streaming Science**

Bringing the science directly to you!

April 6

Folks...think we can get together on an idea for this?? Comment below if you're interested in a brainstorming session!

NSF.GOV

### **Advancing Informal STEM Learning | NSF - National Science Foundation**

NSF's mission is to advance the progress of science, a mission accomplished by funding proposals for research and education made by scientists, engineers, and educators from across the country.

April 10

GA friends, can you tell me more about this "Green Ag Edu Act"?

LEGIS.GA.GOV

### **SB 243 2017-2018 Regular Session**

A BILL to be entitled an Act to amend Article 6 of Chapter 2 of Title 20 of the Official Code of Georgia Annotated, relating to the Quality Basic Education Act, so as to provide that the agricultural education program is based on a three-component model; to provide for a pilot program to develop and...

January 24

I want to conduct a learning experience with my students in which they think about the tribes to which they belong and, consequently, how these tribes influence decisions related to food literacy. Does anyone have a helpful resource describing what a tribe is and how it functions in modern society (as opposed to a traditional definition of tribe)?

January 27

Hey all 😊 I've been coming across major sources of curriculum for agriculture educators, and I thought I could make a list and post it here. Perhaps we can find a way to get more inquiry based instruction in classrooms through the sources that are reaching a large number of instructors? Not sure who among you could use the list, but it seems valuable; you know- things lead to things 😊 If you have any in mind, please pm me and I'll add it before posting within the next few weeks. Hope everyone is doing well!

April 18

— Can you share the video on a data scientist looking at Pinterest (algorithms)?

March 9

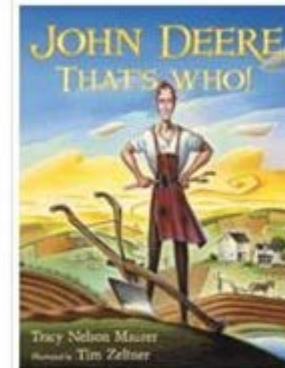
Hey all! Deb and I will be at the NSTA conference next week in Atlanta, GA. I am looking through the program here and a couple of things are coming to mind:

1. the Unv of FL College of Edu will have a booth there- do you know who is managing that?
2. Unv. of NE (but Kearney) will be there, any idea who that could be?
3. UGA 4-H will be there, do you know who that will be? Also, are you near Atlanta? Do you want to get dinner with Debra and I one night?

Thanks all!

March 28

Have you read this book? I am curious to know if it incorporates "modern agriculture" concepts or if it's just more of a fun story?



## John Deere, That's Who!

By Tracy Nelson Maurer

Winner of the 2018 Book of the Year Award. This hard cover book explores the life of John Deere and his invention of the steel plow. The charming book is perfect for 5-8 year old readers to enjoy and learn about one of agriculture's biggest names.

ISBN: 978-1627791298

Categories: [Machinery & Equipment](#) | [People in Agriculture](#) | [Technology](#) | [Books](#) | [Elementary School](#)

purchase

March 22

Update: Hello all! The 30 min Follow Up calls are going well. I am so thrilled to hear the enthusiasm around your interest in working on some of the team projects proposed. After I have connected with everyone I will send an updated goals/project email.

, would you mind sharing some of the things you're working on?

April 5

Hey group! Here to share some good news. This is my kiddo. Yesterday he competed in the County Farm Bureau speech competition. The assigned topic: "How has the introduction of agricultural mobile apps impacted the agriculture industry?" His speech opened with Climate Fieldview. Out of 11 competitors, he won!! It takes a hive, everybody 😊



February 24

our meetings were on my mind during this conversation. 😊



**Paige Harrison Francis** ▸ Owl Pellets: Tips for Ag Teachers

February 24

I am obsessed with the power of Ag at this point - so impressed with you all ---



ISPEAKPAIGE.COM

**New-Style Farming: Reap What We So(-cial) -**

A Social Media 'Why' Story – and (WARNING) the longest post I've ever written... When my family relocated from deepContinue Reading

February 19

Hello all, I wanted to share some exciting updates with the group.

1. [REDACTED] proposed and coordinated a Skeptics in the Pub night featuring Dr. Larry Gilbertson from Monsanto Company who will be talking about GMOs and Gene Editing in Agriculture. Followed by a Ask Me Anything Q&A.
2. [REDACTED] wrote and submitted a proposal for the NACTA conference titled, "Creating Collaborative Partnerships between Industry and Universities to Solve Complex Agricultural Problems"- The proposal was ACCEPTED! And the reviewer comments were very positive.
3. [REDACTED] was instrumental in spearheading a viewing of Food Evolution at University High School during FFA week.

Great work all! Feel free to expand on these highlights in the comments. Keep the highlights coming so I can track the progress we have been making.

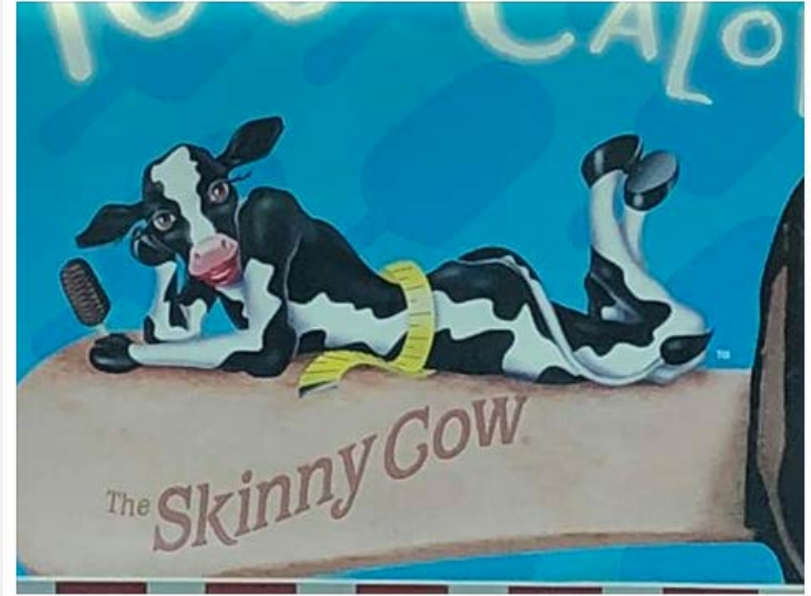
April 1

Hal!



January 31 · Stillwater, OK

Wanted to report this pseudoscience!



February 9



# YOU'RE PART OF THE OUTCOME!

If you'd like to join in the conversation, please contact one of us!

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