

A PRODUCER'S PERSPECTIVE OF GMOs: Communication and Trust

Ken Custer¹

Introduction ...

Opening comments

Brief background

The need for genetically modified products ...

Rapid advancement of new product technology

Potential for reduction of pesticide usage

Marketing of genetically modified products ...

Effect on normal marketing practices

Quality of products produced

Responsible use of genetically modified products ...

Gather information

Trust your information source

Closing remarks

¹Custer Farms, Inc., Chippewa Falls, Wisconsin