

Development of Producer Education Programs for Biotechnology Grains. (A04-jarboe143805-Poster)

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Abstract:

A specific objective of the Iowa Grain Quality Initiative (IGQI) is the provision of educational programs in response to short-term grain quality issues caused by weather conditions, biotechnology, or other external forces. StarLink corn, a hybrid not approved for human consumption, was found in the U.S. grain system, with 40% of the product located in Iowa. IGQI responded by developing programs, publications, and electronic information about StarLink corn and made it available through multiple media outlets. A second issue was corn biotechnology products not approved in the European Union (EU). Extension field staff members were provided slides that outlined the products that were not EU approved and the producer risks associated with them. The IGQI co-developed a grain channeling program, 'Do the Right Thing' to channel Roundup Ready corn to the appropriate collection sites. Two different posters were created and sent to all 547 grain warehouse license holders in Iowa. The IGQI web site has been utilized to disseminate biotechnology grains information quickly. It had 760,000 hits and 50,000 documents downloaded in fiscal 2001.

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