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Voluntary Public

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Biotechnology Information Campaign Launched in Mexico

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Report Highlights:

On August 15, 2013 AgroBIO Mexico, a non-profit association dedicated to inform, educate, disseminate, and promote modern biotechnology in Mexico, launched a campaign called "La Neta de tu Planeta" (The Truth About Your Planet). According to AgroBIO Mexico, the objective of the campaign is to inform the country about Genetic Engineered (GE) crops and provide reliable and updated information about agricultural biotechnology in Mexico and around the world. The aim of the campaign is also to expand existing knowledge about the benefits and advantages of GE crops that could result in better crop production in Mexico and ultimately improve economic benefits to its farmers. The campaign, according to AgroBIO, also includes proven data that informs Mexican consumers about the use and consumption of GE products.

General Information:

On August 15, 2013 AgroBIO Mexico launched a campaign called *La Neta del Planeta (The Truth About Your Planet)*. The campaign, according to AgroBIO Mexico, provides reliable and updated information about agricultural biotechnology in Mexico and around the world. Their stated goal is to expand existing knowledge about the benefits and advantages of GE crops that can help improve the livelihood of the Mexican countryside and its producers. Through this campaign, the dissemination of scientific data is hoped to help generate a comprehensive vision of sustainable modernization of agriculture in Mexico.

Additionally, AgroBIO states that this campaign provides a place where all Mexicans can be informed about the use and consumption of GE products. Here are some highlights communicated in their campaign:

- Productivity: explains the key benefits from an economic point of view related to the agricultural sector and the overall population.
- More and better quality food: presents evidence GE foods are healthy and safe for human and animal consumption.
- Better use of water: elaborates on the use of land and irrigation water for better use of resources in agriculture.
- Caring for agriculture and nature: refers to the achievements of the GE crops through more profitable crops and sustainable land use that is now used by farmers thereby reducing the so-called ecological footprint.
- Better life for farmers and their families: presents case studies on the productivity of GE crops compared to conventional, generating profit to farmers.
- Responsible consumption: exposes reasons that modern technologies are a viable option to maintain and increase the food supply in a sustainable way.

The president and chief executive of AgroBIO Mexico stated that this initiative was created to provide information in support of all consumers, producers, authorities and the general population, with accurate and reliable scientific content to demonstrate the benefits of biotechnology in agriculture. AgroBIO Mexico also noted that they believe this campaign should be considered an informational tool that helps to promote responsible and sustained discussion among all audiences in an open, transparent and simple way.

Information about the initiative can be found at:

- Website: www.lanetadetuplaneta.com
- Twitter: @NetaDeTuPlaneta
- Facebook: LaNetaDeTuPlaneta
- YouTube: LaNetaDeTuPlaneta
- Flickr: LaNetaDeTuPlaneta
- Scribd: LanetaDeTuPlaneta

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For More Information

FAS/Mexico Web Site: We are available at www.mexico-usda.com or visit the FAS headquarters' home page at www.fas.usda.gov for a complete selection of FAS worldwide agricultural reporting.