



Biofortified: The group blog on plant genetics, genetic engineering, and the science behind agriculture

<http://www.biofortified.org>

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There are many great resources online that aim to help consumers make decisions about the foods they buy and eat, but few focus specifically on plant genetics and genetic engineering. Fewer still are science-based.



Why blog?

The blog format allows scientists to interact with consumers in unique ways. It gives interested consumers an opportunity to learn about genetic engineering, ask questions, and contribute to the discussion. It also gives scientists an opportunity to learn about consumer concerns, to consider aspects of genetic engineering that may not come up in their work, and to discuss science with new people. This format also allows wide flexibility of ways to present information: including images, audio, and video.

Topics

At Biofortified, we strive to make connections between scientific and social issues that are often missing in dialogue about food and agriculture. We also talk about politics, social justice, environmental issues, economic considerations, and more.

Contributors

Biofortified is unique in its goal to create a dialogue between scientists and consumers. Most of the regular contributors are plant geneticists, but we feature guest posts from a wide array of experts, including farmers and lawyers. We welcome new contributors to participate as frequently or infrequently as they would like by writing posts or answering questions in the forum. More contributors means more opportunities to get the conversation going.

Some contributors participate by occasionally submitting a post. Others maintain their own blogs in addition to contributing to the Biofortified site. Still others may be more interested to contribute to the multimedia aspects of the blog.

GENERA

It is important to evaluate the risks of genetically engineered plants, but not everyone has access to the scientific literature. To address this problem, Biofortified has launched the GENetic Engineering Risk Atlas, or GENERA. The goal of this project is to provide accessible, original summaries of peer-reviewed research in a searchable database that provides important details at-a-glance. We are looking for scientists who can help summarize studies to populate GENERA.

Search the Atlas

Search

Crops

Peer Reviewed

Study Type

Please email contact@biofortified.org if you are interested in contributing to Biofortified in any way.

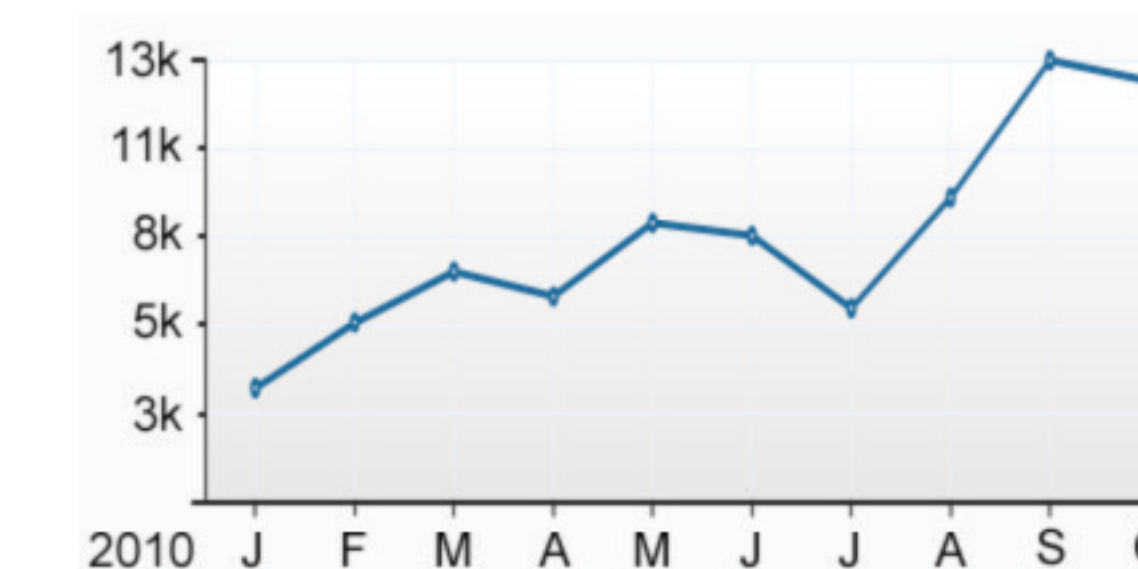


Frank N. Foode

Our blog mascot makes genetic engineering easier to explain and understand. As he travels the world in search of plant genetics adventures, he gives us a personal connection to the genetics of the foods we eat. Few are able to resist getting their photo taken with him!

Visitor Statistics

Biofortified is now 2 years old, and people are taking notice. We now reach more than 10,000 unique visitors per month.



Mapping out the Future

It is important to keep people interested, to create a community where people feel that they can be open and honest, and to make the site entertaining enough to keep people coming back. To encourage visitors to comment and participate in discussions, we hold monthly contests where users can win prizes such as books, tote bags, and t-shirts.



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