

## Media seminar

**Title:** Towards a Consumer-Oriented Market: U.S. Food Industry's Perspectives on the Use of Genome Editing Technology

**Date:** November 27 (Japan)/ November 26 (US)

**Venue:** Zoom webinar

※Live presentation by the international speakers. Simultaneous translation is available.

**An application method:** From the following WEB site, please apply by 11/26 16:00.

[https://zoom.us/webinar/register/WN\\_WABFWYicRH-ksYCTaGC0KQ](https://zoom.us/webinar/register/WN_WABFWYicRH-ksYCTaGC0KQ)

**The reference:** kikaku(at)jba.or.jp (please make (at) @ on transmission)

Recent breeding innovations, including genome editing technology, are poised to bring changes in the food industry. This seminar will feature Ms. Vonnie Estes of the International Fresh Produce Association, which serves the fresh produce and floral supply chain; Dr. Carl Jones of Mars Inc., which produces and sells M&M's chocolates and many other familiar foods; and Dr. Tomiko Yamaguchi of International Christian University, who has been conducting domestic and international research on the understanding, recognition, and acceptance trends of biotechnological food products among various stakeholders.

Please join us for a valuable opportunity to learn about the latest developments in the Japanese consumer market, and U.S. food industry, including market changes and innovation efforts.

### Program: (Japan time)

**\* US time: November 26, Washington D.C, time 20:00 and San Fransisco time 17:00.**

Wednesday, November 27

10:00-10:05 Opening remarks (5 min)

10:05-10:25 “Bioengineered Crops in U.S. Foods: Innovation Driving Consumer Acceptance”  
Ms. Vonnie Estes, Vice President of Innovation, International Fresh Produce Association

10:25-10:45 Gene Editing for Sustainable Agriculture: Meeting Supply Chain Challenges, Consumer Expectations, and Grower Needs.  
Dr. Carl Jones, Plant Science Director, Mars Inc

10:45-10:55 “Exploring the landscape of public attitudes towards gene-edited foods in Japan”  
Dr. Tomiko Yamaguchi, Professor of International Christian University

10:55-11:30 Q&A and Panel Discussion  
Facilitator: Dr. Tomiko Yamaguchi