

ABSTRACT

Biotechnology has tremendous potential to transform agriculture and contribute significantly to reduce hunger, malnutrition and food insecurity. Many benefits of biotechnology have been recorded over the years, yet the fears surrounding biotechnology adoption persist in the same measure. Unfortunately, the reasons for opposition to biotechnology have remained the same over the years. The developing world has become a battle ground up for grabs by the proponents and opponents of biotechnology adoption for years. Change in public perception and acceptance of biotechnology has been minimal in spite of the strides experienced by some countries in its adoption. The missing ingredient is inadequate targeted communication that relates to the risks and benefits of the technology to sway the decision making processes to accelerate adoption of biotechnology in the developing countries. To do this, a new paradigm that understands the need for effective strategy in and the role of scientists is needed. The new paradigm should also entail embedding of communication in curriculum and training courses. This paper offers the concepts of a new paradigm of risk benefit communication to enhance success of the technology adoption in Kenya and Africa by extension.

Key words: Risk communication, Biotechnology, Genetic Engineering, GMOs, Biosafety, Food Safety, Developing countries.