Food Integrity. That seems to cast a halo over gene editing in food, he says. Still, gene-edited foods aren't guaranteed to please the public. "Ongoing transparency will be critical for long-term product success," says Robbie Burns, former vice president for health and nutrition policy at the Grocery Manufacturers Association.

A group of about a dozen stakeholders called the Coalition for Responsible Gene Editing in Agriculture, led by Arnot's organization, in November posted [online a communication resource](#) for agbiotech companies. It encourages them to be transparent and to demonstrate benefits of gene editing that align with public values. The resource also provides conversation starters ("If you or someone you know has a gluten sensitivity, gene editing could help"), wording suggestions ("revolutionary"

is bad; "the next iteration" is better) and practical advice ("Challenging strongly held beliefs will cause people to become defensive and dismissive").

More gene-edited products will soon reach consumers. Yield10 Bioscience used CRISPR–Cas9 to develop lines of *Camelina sativa*, or false flax, with enhanced omega-3 oil, and plans to field test them this year. To startups entering the new age of agbiotech, Arnot offers a warning: "Those who fail to recognize the impact of needing broader social acceptance are doing so at their own risk."

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“No matter how Gilead's donation turns out, a majority of patients who would benefit from Truvada—and whose tax dollars helped pay for its development—still won't be able to get the drug.” *The New York Times* editors point out that despite Gilead's donation of 200,000 doses a year of the HIV prevention drug, the donation is likely to do more for the drug maker than for patients. (*The New York Times*, 13 May 2019)

“Just imagine if a never-before-known disease had a clinical trial, and the poor analysts, [who are inundated with gene therapy and immuno-oncology and other things], had to suddenly learn about a new disease and new endpoint. That's very tough for them. And I understand that.” Jeremy Levin, CEO of Ovid Therapeutics, tries to explain why a seldom-used metric for their rare-disease drug for Angelman's syndrome received push-back from analysts. (*STAT*, 6 May 2019)

Around the world in a month

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