

Appendix E. Phillips *et al.*

GMO Presentation Scenario: Organic Consumers Association vs. Clif Bar Inc[®].

Clif Bar Inc[®]. is being sued for false advertisement for claiming their soy bar is free of Genetically Modified Organisms (GMOs). The Organic Consumers Association is claiming that at least one ingredient used in production was bought from a farmer not certified for organic production. Both the prosecution and defense have hired multiple private labs to test the soy bar and other products for the presence of GMOs. The learning objective of this project is to be able to analyze the data generated from the GMO lab, draw appropriate conclusions that are relevant to the case and present the scientific data to your peers as it relates to one of the following two platforms.

Platforms:

The Prosecution: The Organic Consumers Association is suing Clif Bar Inc[®]. for false advertisement for labeling their product as organic and free of GMOs. They want to demonstrate that the lab tests performed verify this with certainty.

The Defense: Clif Bar Inc[®]. claims that they produce a product free from GMOs. They have the task of proving that their data demonstrate this fact and that the prosecution's data is unreliable.

The Assignment:

Your research group is employed by one of the private labs that was hired to test for the presence of GMOs in the Clif Bar soy product. Your group carried out the research and now has been called to work with either the prosecution or defense as expert witnesses. During the trial, you are to present your analysis of the scientific data set from the entire lab in a way that supports the position of your assigned counsel team (prosecution or defense).

Several groups will coordinate to mount the defense for Clif Bar Inc[®]. while the other groups prepare for the prosecution. As several groups will be representing each side, take a few minutes to coordinate your arguments so that the same data is not presented. Within your group, work together to create a concise 5 minute representation of the scientific data (graph, chart, gel, etc.) your group collected. Each group for the prosecution will present their case and then the defense will have 5-10 minutes to cross examine the prosecution as a whole. Each group for the defense will have 5 minutes to present and then the prosecution will have 5-10 minutes to cross examine. At the end of the trial you will be required to submit as evidence a hard copy representation of your data with appropriate figure legends and the cross examination question(s) that your team asked.

Listed below are some roles that a group might choose to establish to give you an idea of how to coordinate your team: Counsel (1-2 people): Ask questions of the expert witnesses to help them present the most salient points of the data they are representing. Expert Witnesses (1-2 people) Answer questions asked by the lead counsel and present the data (1-2 pieces of evidence) with clarity. Entire Team: Work together to coordinate a strong case that best represents the data in a concise and convincing manner. Prepare the presentation (poster, Powerpoint, etc). Prepare the hard copy to be submitted as evidence. Anticipate actions of opposing counsel to prepare for

cross-examination. Ask questions and answer questions of the opposing team during cross examination. Each group must ask at least one question during cross examination.

Remember you only have five minutes to present the scientific data your group gathered so be concise (1-2 figures) and make your point clearly. Feel free to use any practical presentation tools (poster board, Powerpoint). You will be graded as a group on your figures with legends (data representation), visual and oral presentation of your data, ability to ask and answer questions when cross-examined, and participation during pre-trial and trial activities. Every member of the group should have a chance to speak either during the presentation or during cross-examination. Refer to the GEA forms and rubric specific for this presentation. Feel free to be creative in how you set up your team and present your case but focus on the **scientific evidence** rather than legal evidence. **Have fun!**