

**SAAS 2004 - General Session**  
**Interdisciplinary Perspectives on Crop Biotechnology**

This year's general session is designed to promote discussion on the pro's and con's of crop biotechnology by looking at the subject from several disciplinary perspectives; crop/weed science, political science/public policy, and rural sociology/consumer science. The session was organized by Dr. Michele Marra, Professor of Agricultural and Resource Economics at NC State and SAEA board member. It will be moderated by Dr. Les Myers, Professor, Department of Agricultural Economics at Virginia Tech and SAEA President.

Three well-qualified presenters will start off the session with their views on the pro's and con's of crop biotechnology. Then the audience will get a chance to add their own thoughts and opinions to the mix. The hope is that each participant will come away with a better understanding of the issue from new points of view. Short biographical sketches of the presenters follow.

**Harold Coble** is the USDA National IPM Coordinator in Washington, D.C. He also is a Professor of Weed Science at North Carolina State University. His major research efforts have been in weed biology and ecology and in developing economic weed control systems for southern crops. In addition to serving as Council for Agricultural Science and Technology representative, Dr. Coble has served as President of the Weed Science Society of America, and the Weed Science Society of North Carolina. Dr. Coble received his B.S. and M.S. degrees in Crop Science from NCSU and his Ph.D. in agronomy from the University of Illinois.

**Leonard Gianessi** is the Program Director and Senior Research Associate, National Center for Food and Agricultural Policy (NCFAP). Prior to joining NCFAP in October 1993, Mr. Gianessi spent seventeen years as a researcher at Resources for the Future. During his tenure at NCFAP, Mr. Gianessi has been widely recognized for his analyses of pesticide use, and particularly for the comprehensive database that he developed and maintains. He has testified before Congressional committees and made over 100 presentations to congressional staff, industry leaders, professional societies and government groups, regarding the role of pesticides in U.S. agriculture. He has authored numerous reports analyzing pest control issues, including economic reports for potential EPA rulemaking, the adoption of IPM, the impacts of biotechnology, and the use of marketing standards in relation to pesticide use. Mr. Gianessi holds a BA degree in Public Affairs from George Washington University.

**Tom Hoban** is a professor in the College of Agriculture at North Carolina State University. He is a member of both the Department of Sociology and the Department of Food Science. For the past ten years, he has focused on how American agriculture, the food industry and others can most effectively respond to the important issues related to biotechnology. His research on consumer acceptance of biotechnology is widely used by groups from around the world.

Dr. Hoban received his Ph.D. in Sociology from Iowa State University in 1986. He has two Masters degrees from the University of Wisconsin in Agricultural Journalism and Water Resource Management and a B.S. degree in Biology from the University of Illinois.