**KEY MESSAGES**

**Target Audience (1)** – Policy Makers (Government, Parliamentarians)

**Rationale** – For policy direction, they superintend over policies, they make key decisions on biosafety

**Message** **1** – With biosafety, Nigeria can feed its teeming population

**Sub-message 1.1** – Effective implementation of biosafety act will ensure scientists adhere strictly to best practices of biotech, for it to flourish

**Sub-message 1.2** – Regulated Modern biotech practice, will address improvements in food production. Modern biotech will allow scientists provide solutions to problems that conventional breeding cannot achieve

**Sub-message 1.3** – This message can be utilized by the country’s biosafety authority in situations where they have to address policy makers.

**Target Audience (2)** – Scientists, Researchers, Research Institutes

**Rationale** – Scientists need to adhere strictly to scientific protocol, they need to be transparent in their work and follow biosafety protocols. This is necessary to guarantee that their work is factual and can be replicated anywhere in the world.

**Message** **2** – You are the eyes to this technology as far as the public is concerned, so your research and results need to be transparent. The acceptance of the technology is hinged results from research.

**Sub-message 2.1** – This message is applicable to monitoring and inspection visits by Biosafety Officers to Trial sites.

**Sub-message 2.2** – It is highly imperative that the work of scientists can be trusted, if global best practices are adopted, this is one step closer to ease in public awareness.

**Target Audience (3)** – General Public

**Rationale** – They are the end users of biotechnology, the ones who the government makes laws for, if it is not accepted by them, the government will have to review laws and policies and probably renege on agreed terms.

**Message** **3** – GMOs approved by biosafety authority are safe for consumption by the citizen

**Sub-message 3.1**- The public can trust the Biosafety Authority to properly analyze living modified organisms (LMOs) and genetically modified foods because it has the capacity and man-power to accurately analyze LMOs and effectively ensure Biosafety.