WHAT IS CLAIMED IS:

1. An isolated nucleic acid having endosperm-specific promoter activity in a plant selected from the group consisting of:

(a) a nucleic acid comprising nucleotides 1 to 3181 of SEQ ID NO:7;

(b) a nucleic acid comprising nucleotides 1 to 2888 of SEQ ID NO:7;

(c) a nucleic acid comprising nucleotides 1142 to 3181 of SEQ ID NO:7;

(d) a nucleic acid comprising nucleotides 1 to 3181 of SEQ ID NO:7 with nucleotides 2944 to 3170 deleted;

(e) a nucleic acid comprising nucleotides 1142 to 3181 of SEQ ID NO:7 with nucleotides 2944 to 3170 deleted;

(f) a nucleic acid comprising nucleotides 2688 to 3181 of SEQ ID NO:7 with nucleotides 2944 to 3170 deleted~~;~~

~~(g) a nucleic acid comprising nucleotides 1 to 2087 of SEQ ID NO:8;~~

~~(h) a nucleic acid comprising nucleotides 912 to 2087 of SEQ ID NO:8;~~

~~(i) a nucleic acid comprising nucleotides 1 to 2087 of SEQ ID NO:8 with nucleotides 1853 to 2076 deleted;~~

~~(j) a nucleic acid comprising nucleotides 912 to 2087 of SEQ ID NO:8 with nucleotides 1853 to 2076 deleted;~~

~~(k) a nucleic acid comprising nucleotides 1751 to 2087 of SEQ ID NO:8 with nucleotides 1853 to 2076 deleted; and~~

~~(l) a nucleic acid comprising nucleotides 1 to 3465 of SEQ ID NO:9~~.

2. A nucleic acid construct comprising the nucleic acid having endosperm-specific promoter activity of claim 1 operably linked to a second nucleic acid encoding a DNA of interest.

~~3~~8. A transgenic plant cell containing within its genome the nucleic acid construct of claim 2.

~~4~~9. The transgenic plant cell of claim ~~3~~8, wherein the plant is selected from the group consisting of a *Jatropha* species, castor bean, palm oil, coconut, peanut, rapeseeds,

soybean, sunflower, cassava, tomato, beans, cotton, cucumber, cabbage, barley, oats, wheat, corn and rice.

~~5~~10. The transgenic plant cell of claim 4~~9~~, wherein the *Jatropha* species is *Jatropha curcas*.

~~6~~11. A transgenic plant containing within its genome the nucleic acid construct of claim 2.

~~7~~12. The transgenic plant of claim ~~6~~11, wherein the plant is selected from the group consisting of a *Jatropha* species, castor bean, palm oil, coconut, peanut, rapeseeds, soybean, sunflower, cassava, tomato, beans, cotton, cucumber, cabbage, barley, oats, wheat, corn and rice.

~~8~~13. The transgenic plant of claim ~~7~~12, wherein the *Jatropha* species is *Jatropha curcas*.

~~9~~14. A method of producing a transgenic plant cell comprising transforming cells of the plant with the nucleic acid construct of claim 2.

~~10~~16. The method of claim ~~9~~14 or 15, wherein the plant is selected from the group consisting of a *Jatropha* species, castor bean, palm oil, coconut, peanut, rapeseeds, soybean, sunflower, cassava, tomato, beans, cotton, cucumber, cabbage, barley, oats, wheat, corn and rice.

~~11~~17. The method of claim ~~10~~16, wherein the *Jatropha* species is *Jatropha curcas*.

~~12~~15. A method of producing a transgenic plant comprising transforming cells of the plant with the nucleic acid construct of claim 2 and regenerating a transgenic plant from the transformed plant cells.

~~13. The method of claim 12, wherein the plant is selected from the group consisting of a *Jatropha* species, castor bean, palm oil, coconut, peanut, rapeseeds, soybean, sunflower, cassava, tomato, beans, cotton, cucumber, cabbage, barley, oats, wheat, corn and rice.~~

~~14. The method of claim 13, wherein the *Jatropha* species is *Jatropha curcas*.~~

~~15~~3. ~~A~~ The nucleic acid construct of claim 2, ~~comprising a promoter operably linked to a nucleic acid~~wherein the DNA of interest ~~encoding~~ encodes a double stranded RNA (dsRNA) molecule targeted to a *Curcin* gene and capable of reducing expression of a *Curcin* gene in a ~~jatrpha~~ *Jatropha* plant by RNAi, wherein the *Curcin* gene is selected from the group consisting of *Curcin 1*, *Curcin 2* and *Curcin 2A*.

~~16~~4. The nucleic acid construct of claim ~~15~~3, wherein the *Curcin* gene is *Curcin 1*.

~~17~~5. The nucleic acid construct of claim ~~15~~3, wherein the *Curcin* gene is *Curcin 2*.

~~18~~6. The nucleic acid construct of claim ~~15~~3, wherein the *Curcin* gene is *Curcin 2A*.

~~19~~7. The nucleic acid construct of any one of claims ~~15~~3-6, wherein the dsRNA molecule is an siRNA molecule, a shRNA molecule or a micro-RNA molecule.

~~20. The nucleic acid construct of claim 15, wherein the dsRNA molecule is an shRNA molecule.~~

~~21~~24. A method of producing a transgenic plant cell comprising transforming cells of the plant with the nucleic acid construct of any one of claims ~~15~~3-10.

~~22. The method of claim 21, wherein the jatropha plant is *Jatropha curcas*.~~

~~23~~25. A method of producing a curcin deficient transgenic ~~jatropha~~ *Jatropha* plant comprising transforming cells of ~~the~~ a plant with the nucleic acid construct of any one of claims ~~15~~ 3-7 and regenerating a curcin deficient transgenic plant from the transformed plant cells~~, wherein the nucleic acid construct is stably integrated in the genome of the transgenic plant and wherein the transgenic plant is curcin deficient~~.

26. The method of claim 24 or 25, wherein the plant is selected from the group consisting of a *Jatropha* species, castor bean, palm oil, coconut, peanut, rapeseeds, soybean, sunflower, cassava, tomato, beans, cotton, cucumber, cabbage, barley, oats, wheat, corn and rice.

~~24~~27. The method of claim ~~23~~26, wherein the ~~jatropha~~ *Jatropha* plant is *Jatropha curcas*.

~~25~~18. A transgenic plant cell containing within its genome the nucleic acid construct of any one of claims ~~1~~5-7.

19. The transgenic plant cell of claim 18, wherein the plant is selected from the group consisting of a *Jatropha* species, castor bean, palm oil, coconut, peanut, rapeseeds, soybean, sunflower, cassava, tomato, beans, cotton, cucumber, cabbage, barley, oats, wheat, corn and rice.

~~26~~20. The transgenic plant cell of claim ~~25~~19, wherein the ~~jatropha~~ *Jatropha* plant is *Jatropha curcas*.

21. A curcin deficient transgenic plant containing within its genome the nucleic acid construct of any one of claims 3-7.

~~27~~22. ~~A~~ The curcin deficient transgenic ~~jatropha~~ plant of claim 21, ~~containing within its genome the nucleic acid construct of claim 2,~~ wherein the ~~transgenic jatropha~~ plant is ~~curcin deficient~~selected from the group consisting of a *Jatropha* species, castor bean, palm oil, coconut, peanut, rapeseeds, soybean, sunflower, cassava, tomato, beans, cotton, cucumber, cabbage, barley, oats, wheat, corn and rice.

~~28~~23. The curcin deficient transgenic ~~jatropha~~ plant of claim ~~27~~22, wherein the ~~jatropha~~ *Jatropha* ~~plant~~ species is *Jatropha curcas*.