

GMO: What is the Market Saying

Dermod Mark

**Proceedings of 46th Agricultural Finance Conference
“The Changing Nature of Agricultural Risks”
Delta Meadowvale Resort & Conference Centre
Mississauga, Ontario, Canada
October 4-6, 1999**

University of Guelph

Copyright 1999 by author. All rights reserved. Readers may make verbatim copies of this document for non-commercial purposes by any means, provided that this copyright notice appears on all such copies.

GMIO

What is the Market Saying

By: Dermot Mark,
Export Marketing Manager



➤ Nature of the Debate

➤ 3 Countries & U.K., Japan, Switzerland

➤ North America

➤ Conclusions

☞ Nature of Debate

☞ Bilingual

☞ Science and Technology

Vs.

Moral and ethics

How did we get here?



What is Food?

Food:

A nutritious substance that can be taken into an animal, or plant to maintain life and growth.

⌘ Food is Family

⌘ Food is love

⌘ Food is culture

⌘ Food is passion

⌘ Food is emotional

A tale of 3 countries



Japan-

**Mandatory labeling April 1, 2000
with one year moratorium**

What needs to be labeled?



⌘ Designated Item - Not substantially
equivalent

High oleic soybean, its oil and products

⌘ Labeling Method-

Soybeans (high oleic, GMO)

Designated Items- Substantially Equivalent

- ☞ tofu and tofu products and by-products
- ☞ soybeans - fresh, canned, boiled, roasted
- ☞ edamame (soybeans in the pod)
- ☞ soybean sprouts

☞ natto (fermented soybeans)

☞ soy milk

☞ miso

☞ soy flour

☞ corn snacks

☞ corn starch

☞ corn - fresh, frozen or canned

☞ popcorn

☞ potatoes

☞ food with any of the above as ingredients

Labeling - Mandatory

Soybeans (GMO soybeans - segregated)

Soybeans (GMO soybeans - non segregated)

Labeling - Discretionary

Soybeans (non GMO soybeans)

Soybeans (segregated non GMO soybeans)

Labeling Not Required

GMO - Protein DNA non existent/eliminated

☞ soy sauce

☞ soybean oil

☞ corn oil

☞ canola oil

☞ potato starch

☞ corn flakes

Trade/Retail Reaction

Japan Tofu Association

- source non GMO

Jusco

- GMO Free

Kirin

- GMO Free

United Kingdom

Requirement

- mandatory labelling & information,
retail and foodservice

Trade/Retail Reaction

Iceland

- GMO free (?)

Sainsbury/M+S/Tesco - Private Label - GMO free

Responsibility of supplier to prove GMO free.

Switzerland

Mandatory labelling

- 1% tolerance

Retail Reaction

- no GMO products at retail
- GMO free meat and eggs

North America

- ☞ What's a GMO?
- ☞ No we don't,.... well maybe we do, ...
oh my gosh, we do,what do I do now?
- ☞ The debate is only beginning

Lessons Learned

- ☞ If one retailer becomes GMO free, the rest will follow
- ☞ Retailers perceive a market advantage/necessity to provide GMO free
- ☞ Retailers are demanding certification/documentation of GMO free status
- ☞ Retailers are going well beyond regulatory requirements.

Conclusions

- ☞ Traceability will remain
- ☞ GM technology is here to stay
- ☞ The consumer will decide