

## **Task Force on Foods from Biotechnology**

### **Groupe de travail sur les aliments issus de la blotechnologie**

November 28, 2001  
Mr. Brewster Kneen  
British Columbia Biotechnology Circle  
S-6, C-27,  
RR#1 Sorrento, B.C. VOE 2W0

Dear Mr. Kneen:

The Task Force on Foods from Biotechnology held a special briefing session for members of the Canadian General Standards Board on November 14th, 2001. Your participation and input in this session on consumer research was missed.

At this session, the Task Force shared the latest quantitative consumer research, conducted by Ipsos-Reid, to assist the food industry in determining the optimal methodology for conveying information regarding food biotechnology to the consumer.

This research indicated that there may be serious implications for members of the agri-food industry regarding labelling of genetically modified foods, and revealed that consumers have concerns regarding the safety of foods from biotechnology:

- 40% consumers view labels as warning\*
- 25% consumers less likely to buy products labelled GM\*
- 27% consumers would actively seek out non-GM alternatives\*
- 51 % consumers see GM products unacceptable\*
- 87% want all genetically modified foods labelled\*
- 70% also want animal treatment and husbandry practices labelled

***Source: Ipsos-Reid, September 2001***

The Task Force looks forward to further exploring the implications with members of the Canadian General Standards Board process throughout the continued development of this labelling standard.

The Task Force on Foods from Biotechnology in Canada represents Canada's agri-food industry from the farm through to consume.-S. Our members are Canadian Council of Grocery Distributors, the Canadian Federation of Independent Grocers, the Canadian Federation of Agriculture, and the Food and Consumer Products Manufacturers of Canada.

Sincerely,

Martin Jamieson  
Chair, Task Force on Foods from Biotechnology

Food and Consumer Products Manufacturers of Canada E Canadian Council of Grocery  
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