GMO:  What is the Market Saying

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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

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GMO

What is the Market Saying

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All I did was squeeze a tomato to determine how firm it was...
➢ 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?
Soybeans (high oleic, GMO)

Labeling Method

High oleic soybean, its oil and products equivalent

Designated Item - Not substantially
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