



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search
<http://ageconsearch.umn.edu>
aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*



Presentation from the USDA Agricultural Outlook Forum 2017

United States Department of Agriculture
93rd Annual Agricultural Outlook Forum
“A New Horizon: The Future of Agriculture”

February 23-24, 2017
Arlington, Virginia



Real
food
that
matters
for life's
moments



Campbell's Journey on GMO Labeling

Jeff George

*Vice President – R&D, Americas Simple
Meals and Beverages*

February 24, 2017

\$8 Billion Portfolio



12 Brands with Sales Exceeding \$100 Million



GMO Label



EXAMPLE OF A GMO LABEL



Real food that matters for life's moments

Vermont Enacts “Act 120”

- **2014: First GMO label mandate signed into law**
- **Effective Date: July 1, 2016**
- **Connecticut, Maine adopt similar laws with “trigger”**



Food Makers Respond



- Coalition for Safe, Affordable Foods launched to establish national standards for voluntary labeling
- June 2015: U.S. House passes HR 1599, Safe & Accurate Food Labeling Act
- **Dec. 2015: Senate fails to break filibuster on voluntary labeling bill; Companies begin Vermont compliance.**



Real food that matters for life's moments

Our Company Purpose

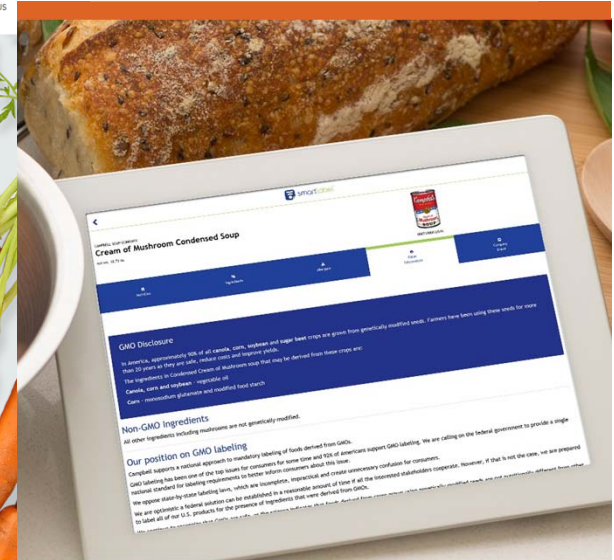


Real food that matters for life's moments

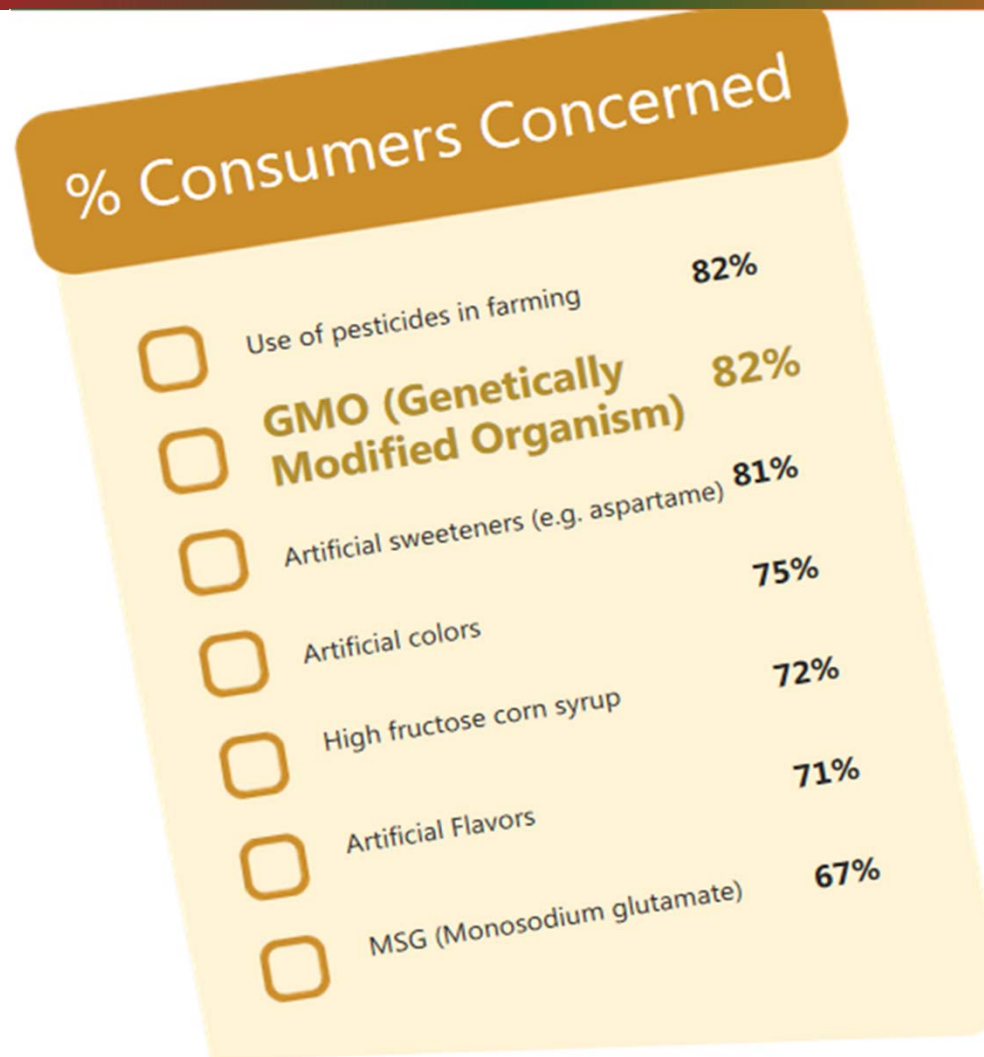
Setting the Standard for Transparency



People want to know how their food is made



Consumer Want GMO Transparency



Source: 2015 HealthFocus US Trend Report

Real food that matters for life's moments

Consumers Want GMO Transparency

61%

Of respondents agree that the Government should regulate the labeling of GMO ingredients

Source: The Hartman Group Health & Wellness 2015 Report

90%

of mothers and 88% of Fathers favor requiring labels for foods that have been genetically modified

Source: The Mellman Group Survey (conducted on behalf of JustLabelIt)

92%

Of consumers believe that GMO foods should be labeled accordingly

Source: Consumer Reports, 2014

66%

of Americans favor requiring food manufacturers to put labels on products that contain GMOs

Source: A/P Poll conducted December 2014

71%

Of primary grocery shoppers who look but can't find GMO information want the information on the labels

Source: NPD Gauging GMO Awareness and Impact

47%

Prefer to have items labeled vs. removing GMOs

Source: NPD Gauging GMO Awareness and Impact



Real food that matters for life's moments

A Bold Decision!

Campbell Labels Will Disclose G.M.O. Ingredients

By STEPHANIE STROM JAN. 7, 2016



Tony Cenicola/The New York Times



Real food that matters for life's moments

Consumer Want GMO Transparency



“I don't know enough about GMOs to know the positive side of the issue. I just hear negative speak about it, and have more fear...”
- Sherilyn B.

“I have always heard it was bad, so I guess that is why I'm concerned.”
- Cindy P.

“I'm not concerned enough about GMOs to stop a routine in my life because of their presence in my soup.”
- Dennissa G.



Conclusion: While consumers don't necessarily like the fact there are GMOs in the product, many appreciate transparency and an explanation as to why they are in there. Consumers felt Campbell's is doing their best on GMOs and that the story conveys that.



SOURCE: C Space GMO Label Series in Campbell's
Eat Drink and Be Merry Community -July 2015

Real food that matters for life's moments

Key Elements of Campbell's GMO Labeling Policy

- GMOs are safe – Campbell will continue to use them; no major reformulations planned specifically to avoid GMO
- Mandatory labeling must inform; it must not frighten, mislead or confuse
- Strong support for broad-based labeling
- Commitment to carry out GMA's SmartLabel™; digital disclosure to supplement the label, including "whatsinmyfood.com"
- Strong support for federal preemption; oppose Vermont's and other state's GMO labels



Real food that matters for life's moments

Congress Responds



- In July 2016, Congress passed bipartisan compromise; mandatory disclosure with federal preemption, limits on “Non GMO” labeling. Signed into law.
- USDA to conduct consumer study, finalize regulations over 18 months (Feb. 2018)



Real food that matters for life's moments

Where Things Stand

- **Campbell committed to on-package GMO labeling despite end of Vermont's law**
- **Our research provides guidance on consumer communication:**
 - Simple and familiar language
 - Ingredients to be identified (i.e. corn, soy, sugar, canola, flaxseed, cottonseed)
 - On pack message concise with opportunity to access more detailed information
- **Campbell working with USDA, FDA on “consumer friendly” GMO labeling**



Real food that matters for life's moments

Real food
that
matters
for life's
moments

