



# **Consumer Opinions of Food Biotechnology**

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**Senior Vice President for Food Safety**

**International Food Information Council**

**Washington, D.C.**

# International Food Information Council (IFIC)

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Mission: To effectively communicate science-based information on food safety and nutrition issues to health professionals, journalists, educators and government officials.

Primarily supported by the broad-based food, beverage and agricultural industries.

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- **University of Illinois Functional Foods for Health Program**



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ific.org  
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IFIC

**YOUR NUTRITION AND FOOD SAFETY RESOURCE**

Journalists | Health/Nutrition/Agricultural Professionals | Government Officials | Educators | Consumers | Students

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**In the Spotlight**  
  
***Duis optimum sapien est fruit finckdult***  
Posseu entre et odio. Ultrac do reit erat placerat utlitas. Nulla non nibber in laeo torto et ante. Posumme at odio. Ut nec erat noon nuncr metus libero. Fusce molestie, dui utlitas egeate la roteat, metus livero sagittis ewart, id solatad. Dui interas egate, metus libero sagittoso la sutt.

**Nutrition & Food Safety Information**

**Nutrition Information** **FEATURED** **Sugars & Low Calorie Sweeteners**

Adult Nutrition & Health  
Functional Foods  
Child & Adolescent  
Nutrition and Health  
Dietary Fats & Fat Replacers  
**Sugars & Low Calorie Sweeteners**  
Food Ingredients  
Nutrition & Oral Health  
Obesity & Weight Management

Posturas at odio, ut nec erat nun unc placerat utlita jol ras null enter. Nullam verios toroe et ante. Psuteerat, leawit odigo ut net. Wientra, non enter westoot enter pusotaf etra n munc utlitas. Ut ante an kopoa quao frostoe wiant atar eithet west ofte unet allya ente arve odlopusta aere chibhu ente psuime. [»More](#)

**Food Safety Information** **FEATURED** **Food Biotechnology**

Agriculture & Food Products  
Food Allergies & Asthma  
**Food Biotechnology**  
Food Safety & New Technology  
International Food Issues & Resources

Posturas at odio, ut nec erat nun unc placerat utl holar fare null enter. Nullam verios toroe et ante. Psu juste net later at, odigo ut net. Wientra, non n munc utlitas. Ut ante ali chirman ente psuime inrua. Fusce molestie, dui utlitas eegas haoso metus liver. Sagittis, id sodales, meturs liber. [»More](#)

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# IFIC Foundation's *Food Insight*

- 45,000 circulation
- 7% international
- 6,000 media
- Also available electronically



# Food Biotechnology: A Study of U.S. Consumer Trends, 2007

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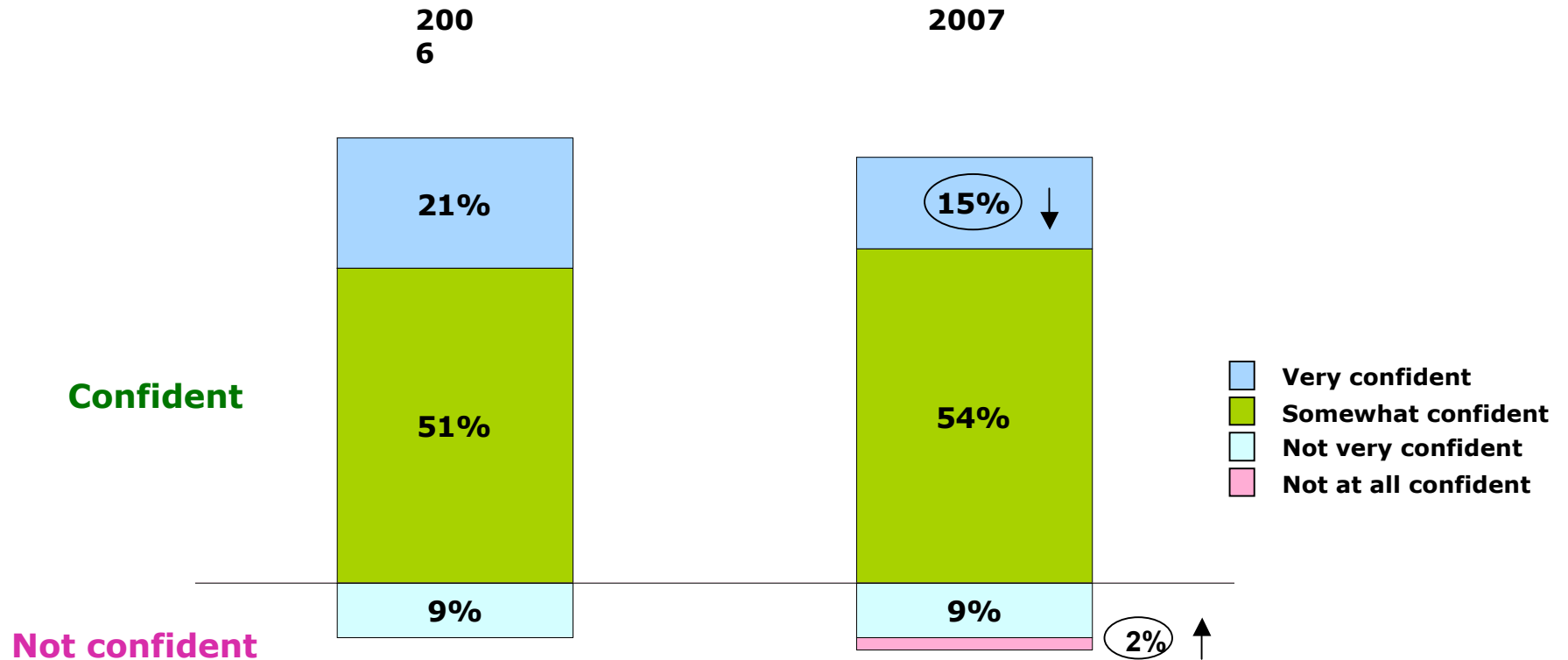
<b>Population:</b>	U.S. adults (18+)
<b>Methodology:</b>	100% web-based
<b>Data collection period:</b>	July 11 – July 27
<b>Sample Size (<i>error</i>):</b>	n=1,000 ( $\pm 3.1$ )
<b>Weighting:</b>	Data weighted on age and education to be nationally representative

# Areas of Research Findings

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- **Food Supply**
- **Plant Biotechnology**
- **Plant-made Pharmaceuticals**
- **Animal Biotechnology**
- **Food Sustainability**

# Food Safety Concerns: Confidence in Food Supply



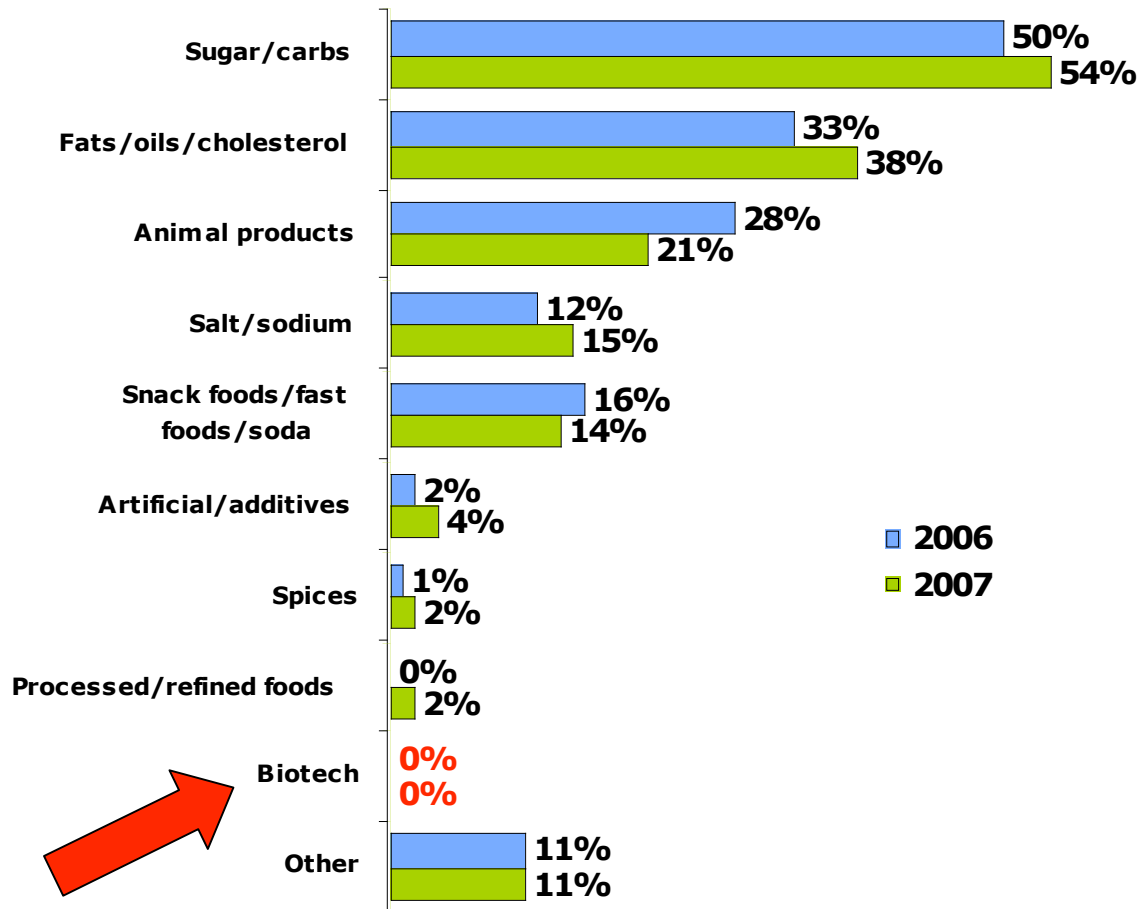
# Food Safety Concerns

Percent concerned with each food safety issue:

	2006	2007	Change
Disease/contamination	36%	38%	+2%
Handling/preparation	35%	26%	-9%
Food sources	6%	20%	+14%
Preservatives/Chemicals	15%	9%	-6%
Agricultural production	12%	8%	-4%
Health/nutrition	6%	8%	+2%
Biotech	3%	6%	+3%
Packaging/labeling	15%	5%	-10%
Processed foods	2%	1%	-1%
Other	4%	4%	---

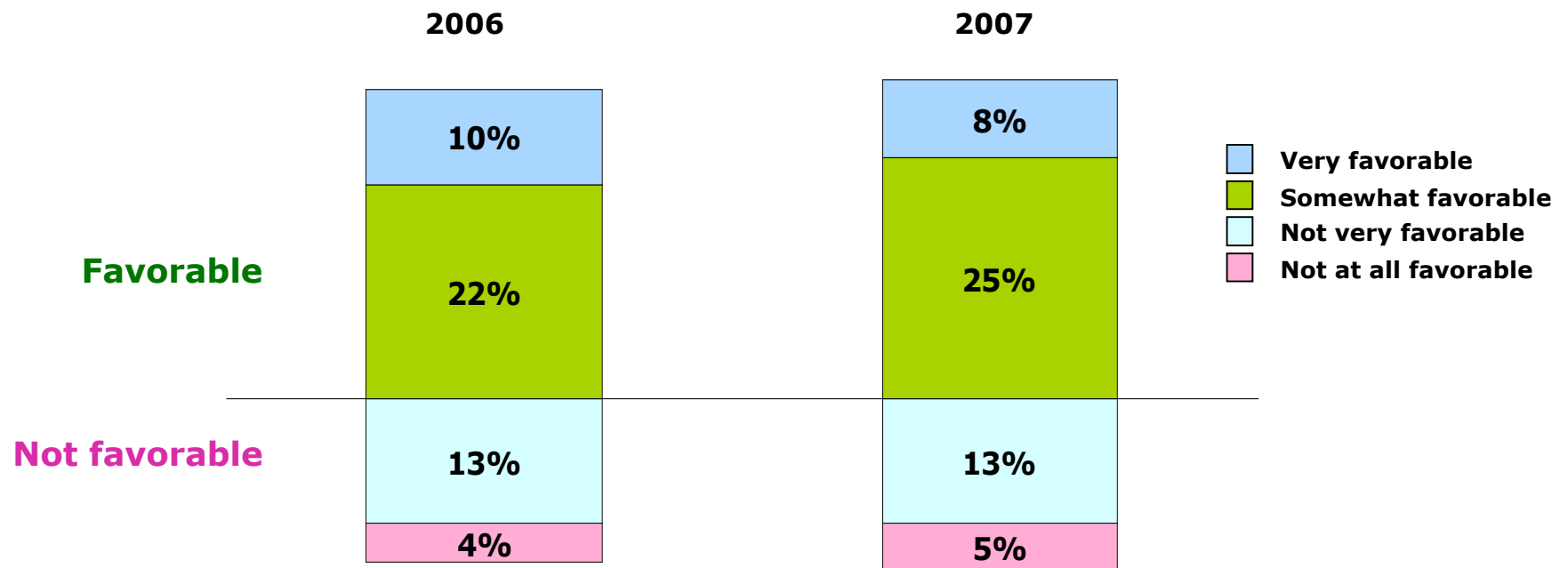
# Foods Avoided: Type of Food Avoided

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# Food Biotechnology: Overall Impression

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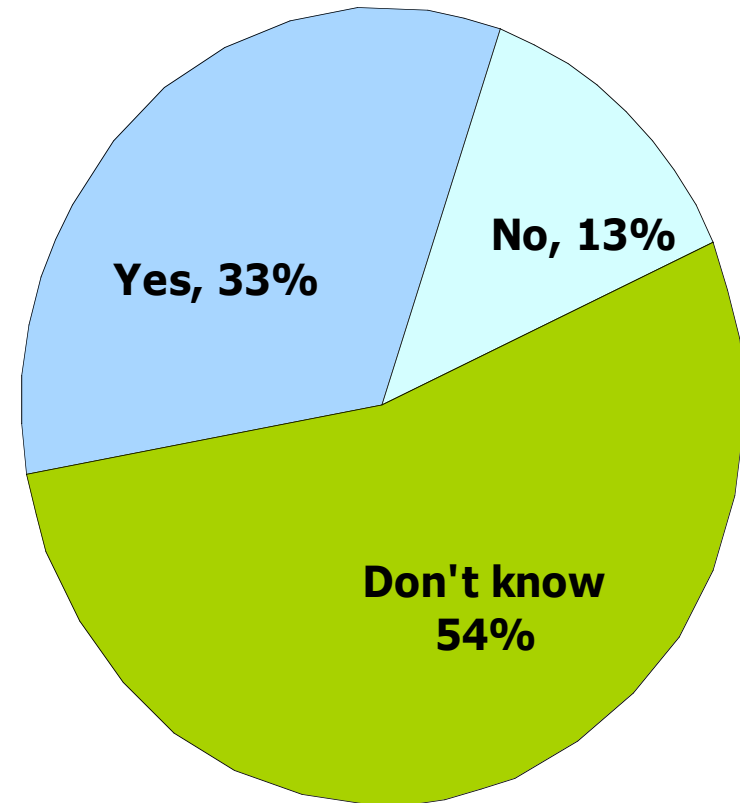
# Food Biotechnology: Perception of Benefits

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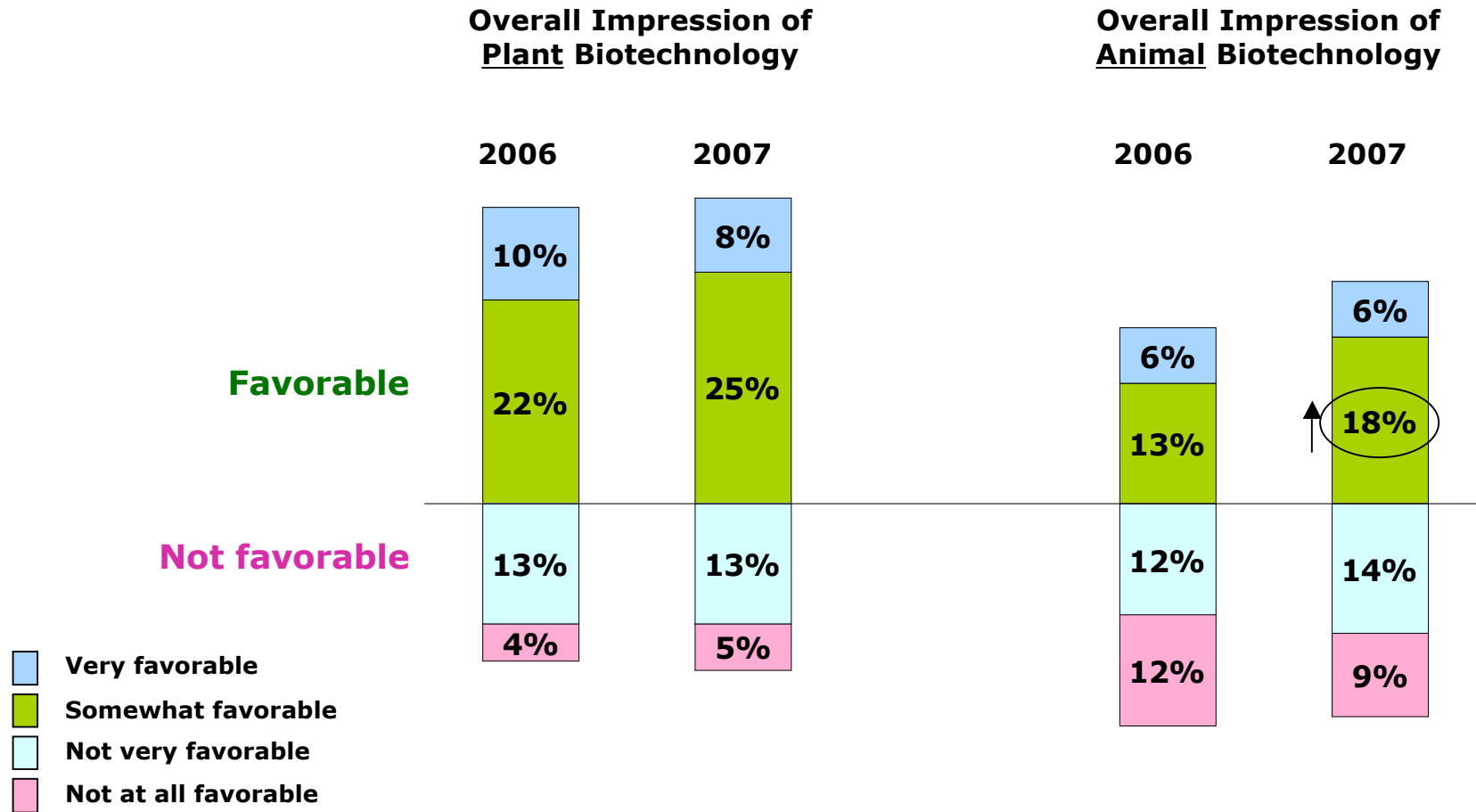
2007

**(Among those who said "yes")  
Benefits of Biotechnology in Next 5  
Years:**

Nutrition/health benefits	42%
Improved quality/taste/variety	21%
Price/economic benefits	20%
Improved crops/agricultural production	18%
Safer foods	15%
Reduced pesticides/chemicals	7%
Medical advances	1%
Other	4%
Don't know	6%
Nothing	1%

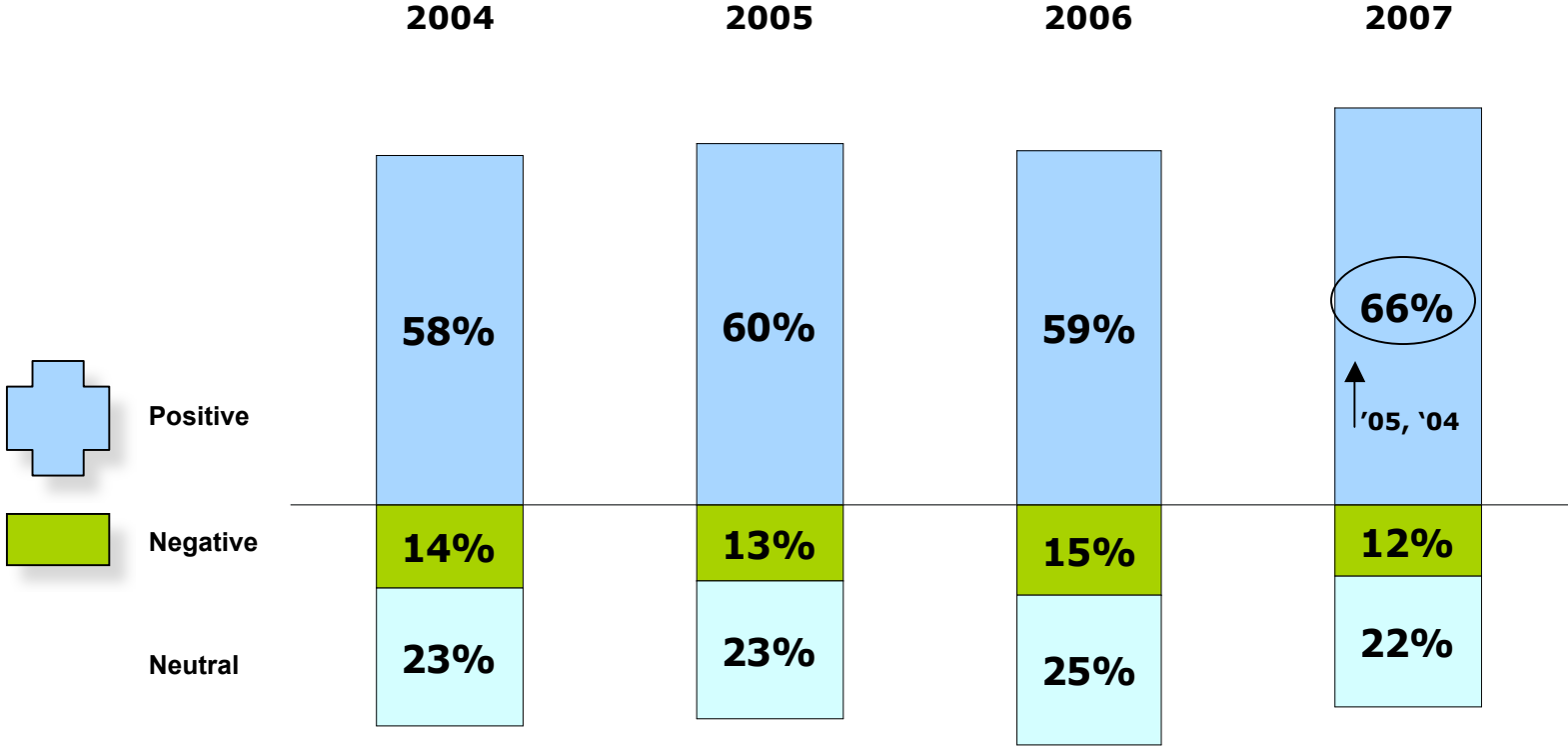


# Food Biotechnology: Plant vs. Animal Biotech Favorability

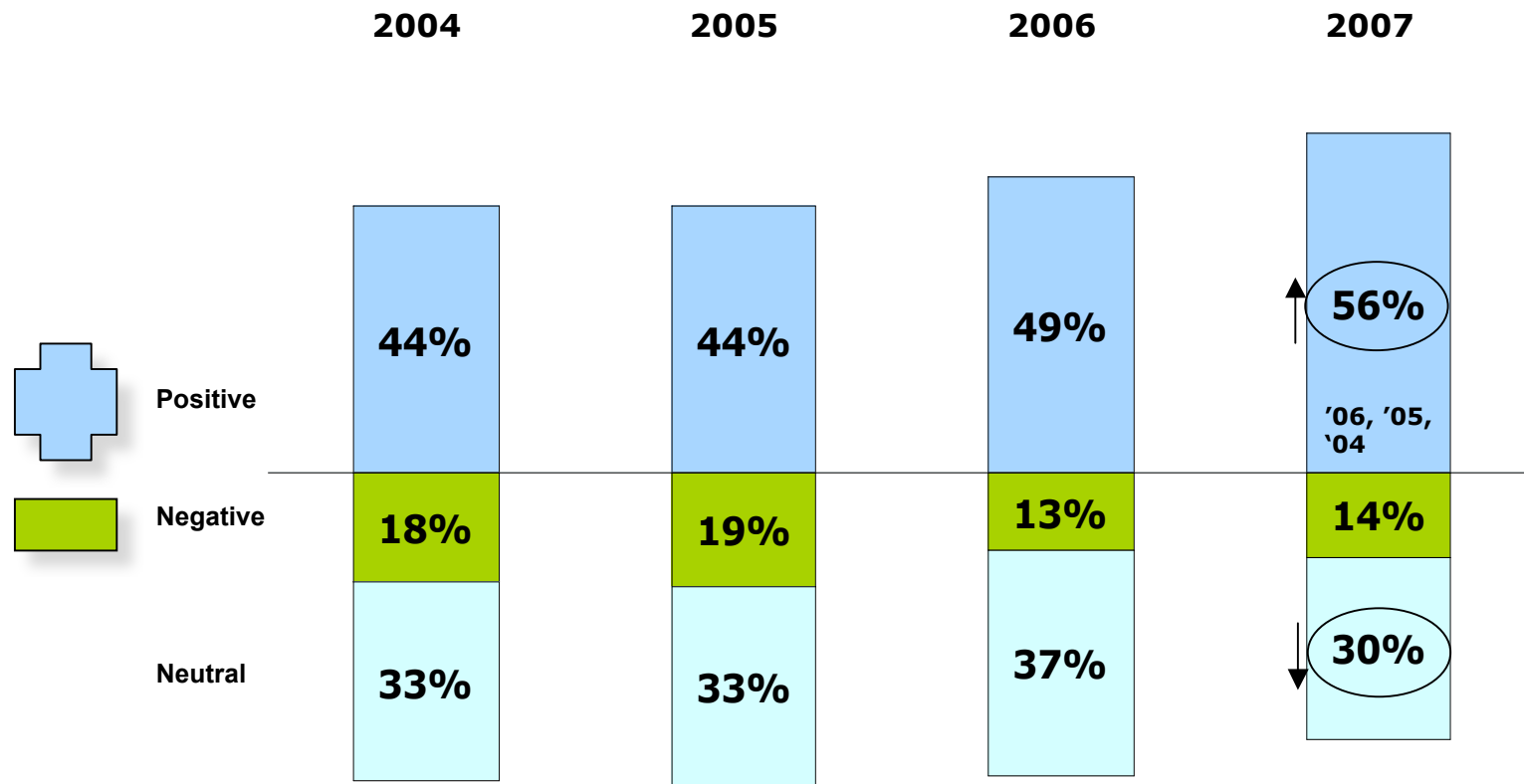


# Animal Biotechnology: Quality and Safety Impact on Impressions

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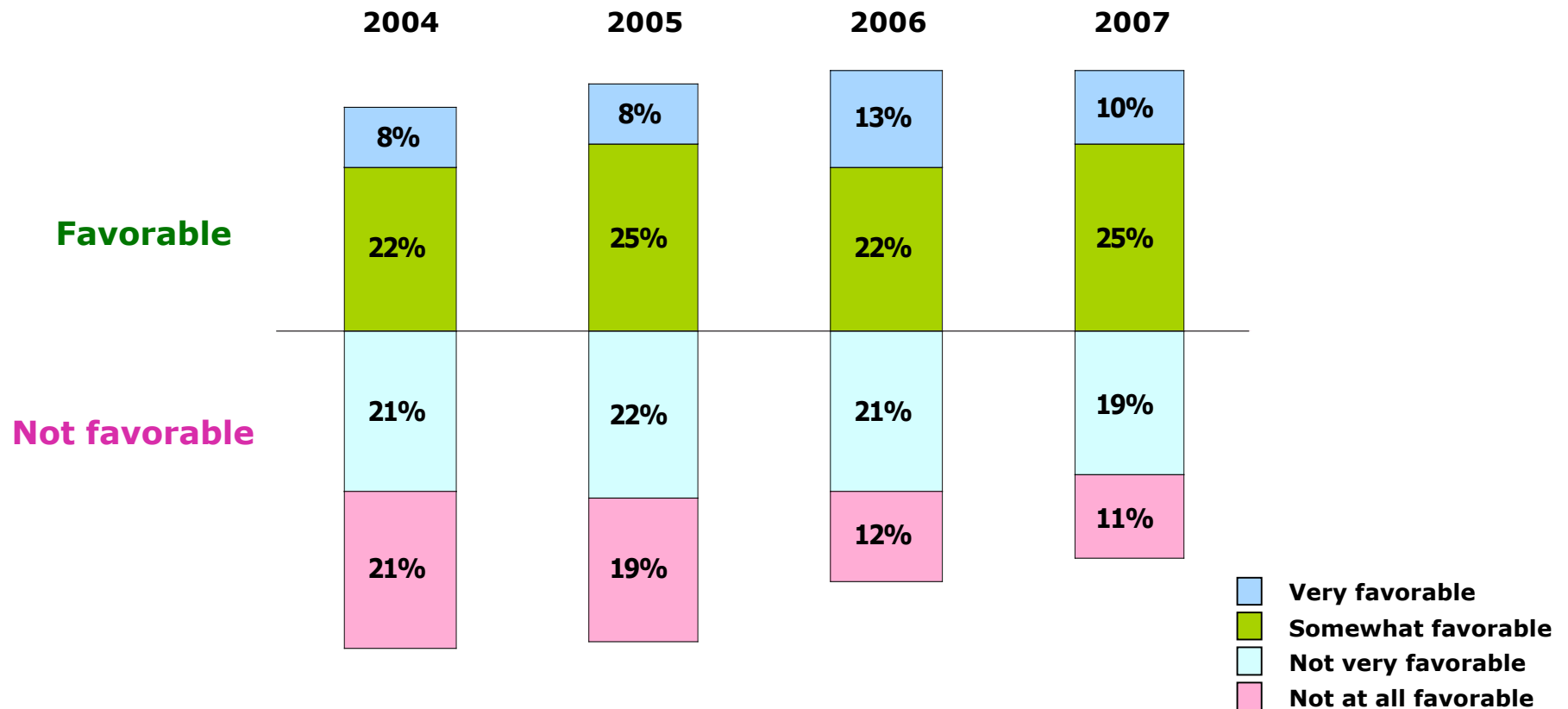


# Animal Biotechnology: Environmental Impact on Impressions

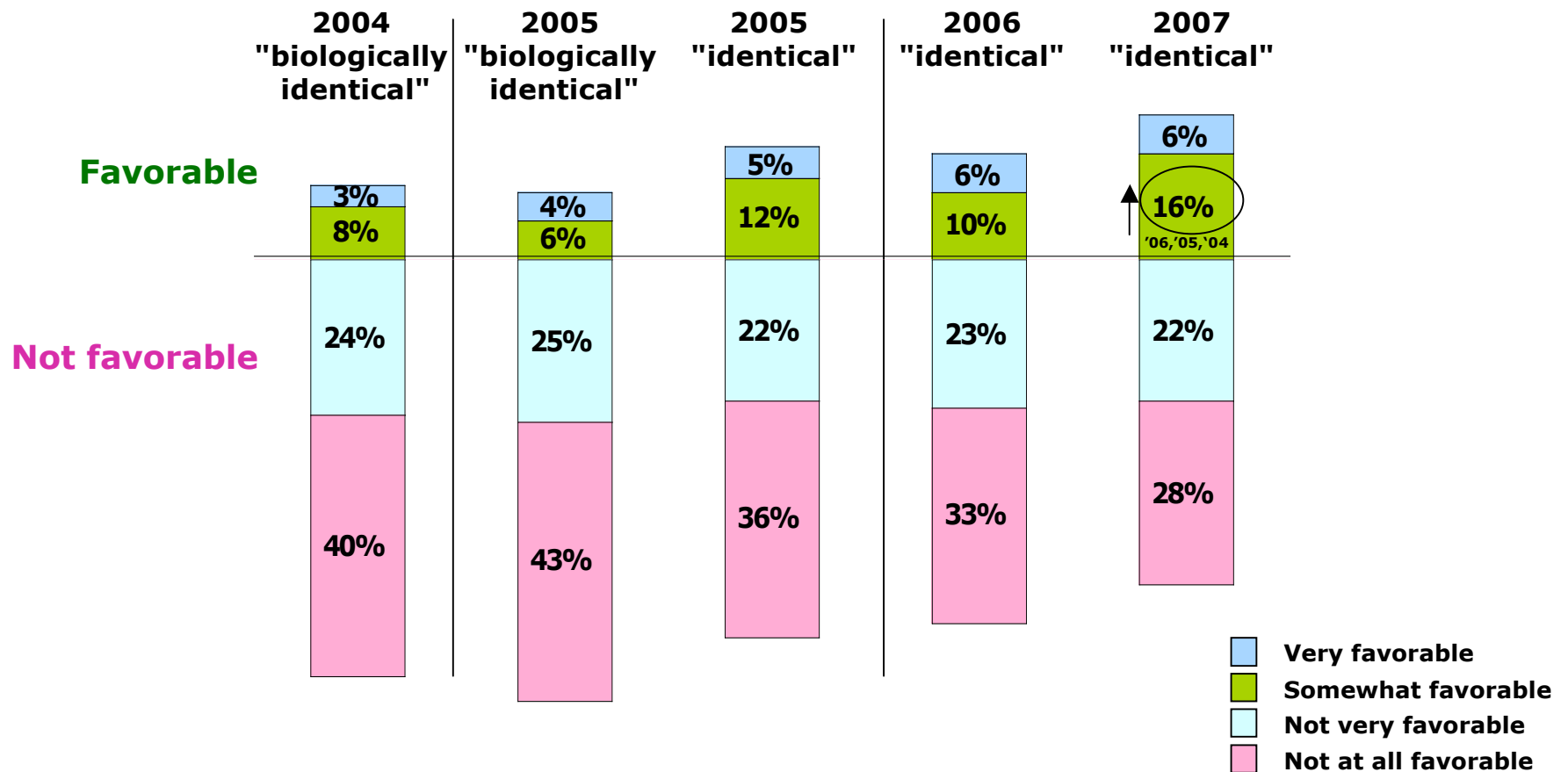


# Animal Biotechnology: Impressions of Genetic Engineering

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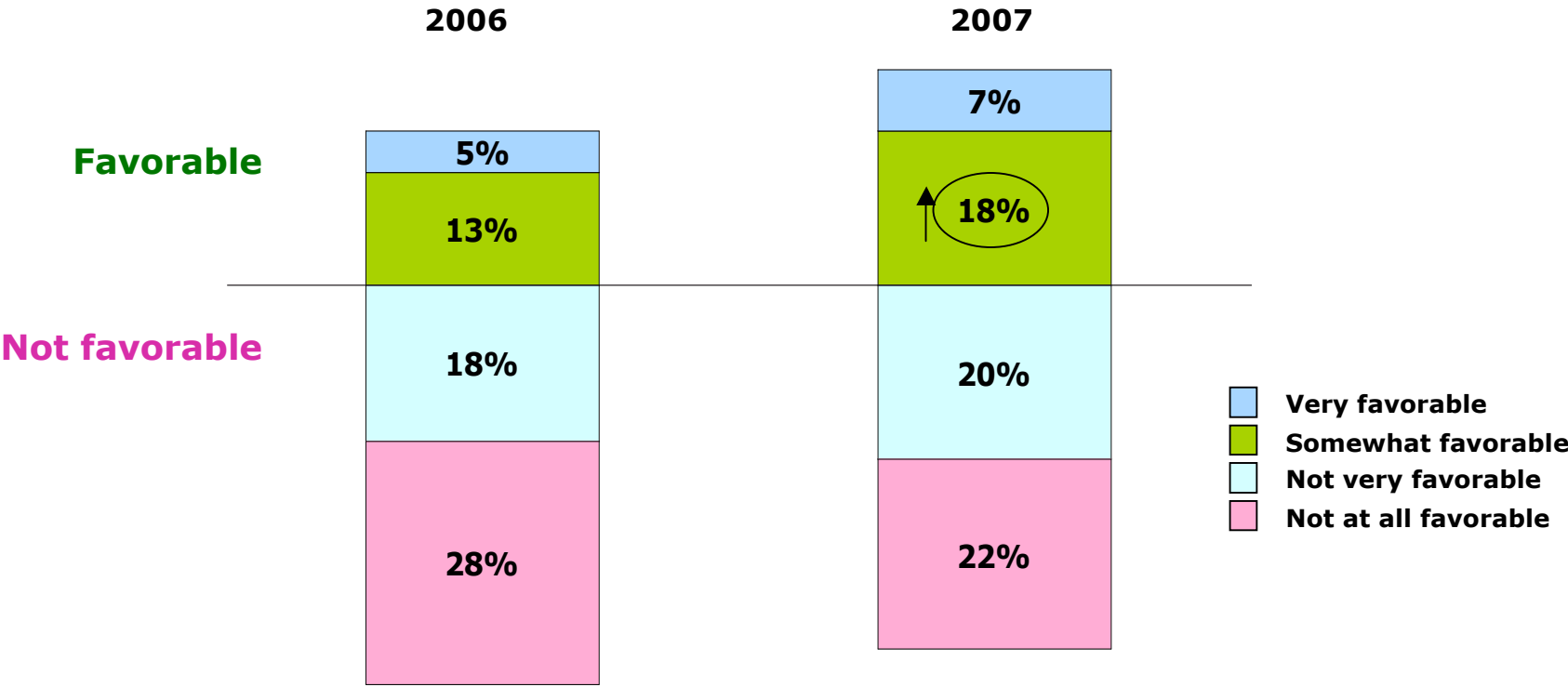


# Animal Biotechnology: Impressions of Cloning



# Animal Biotechnology: Impressions of Using Cloned Animals for Breeding

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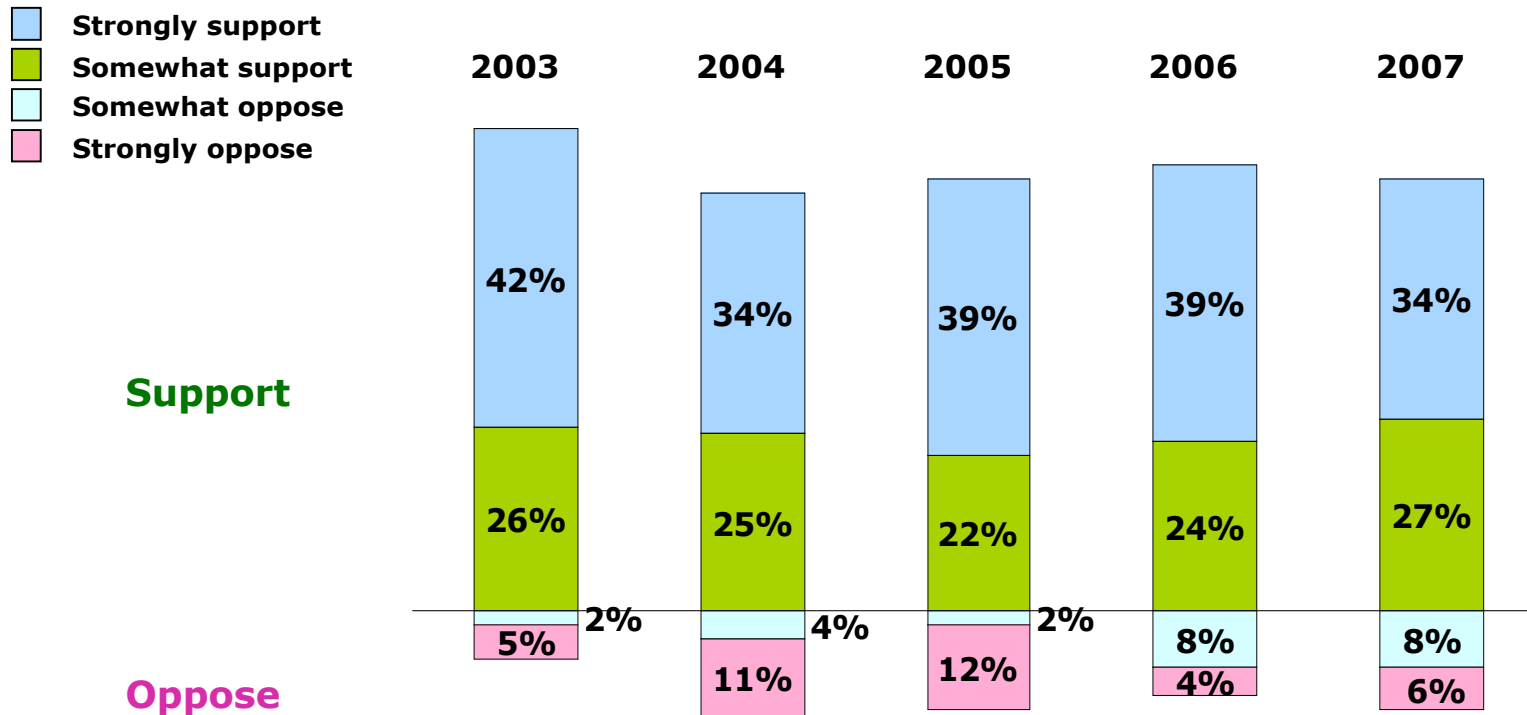


# Food Labeling: Satisfaction with Current Labels

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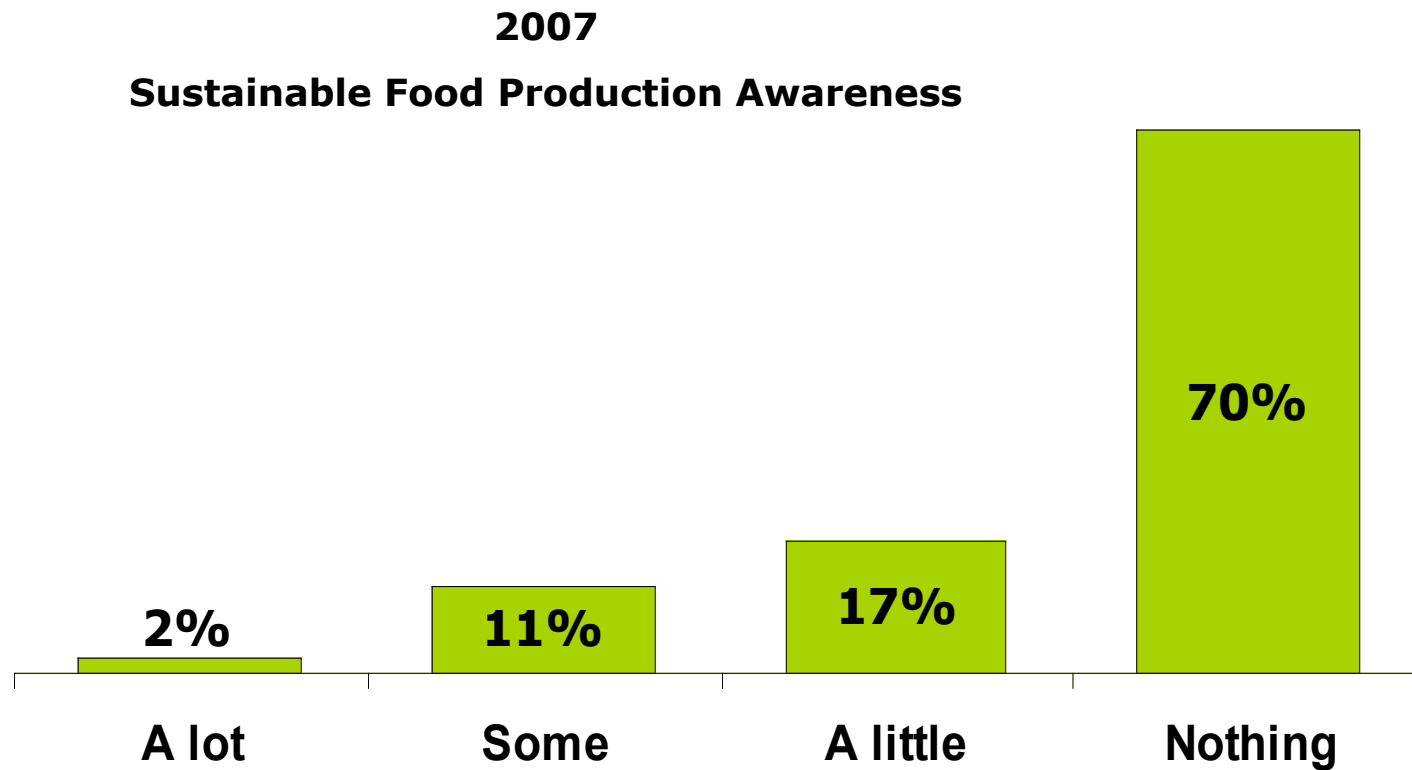


# Food Biotechnology: Position on FDA Labeling Requirements



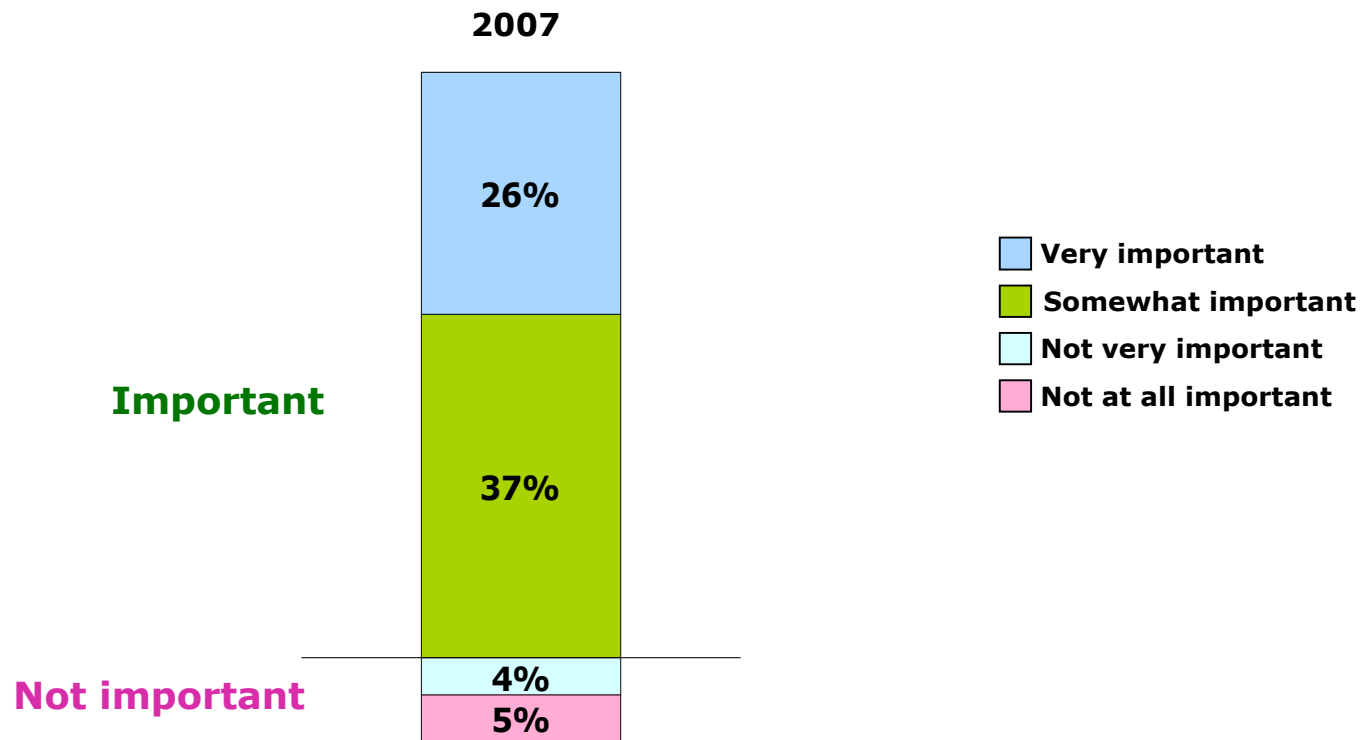
# Sustainability: Definition and Awareness

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# Sustainability: Importance of Food Producer Program Enrollment

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# Sustainability: Importance of Crop Growing Factors

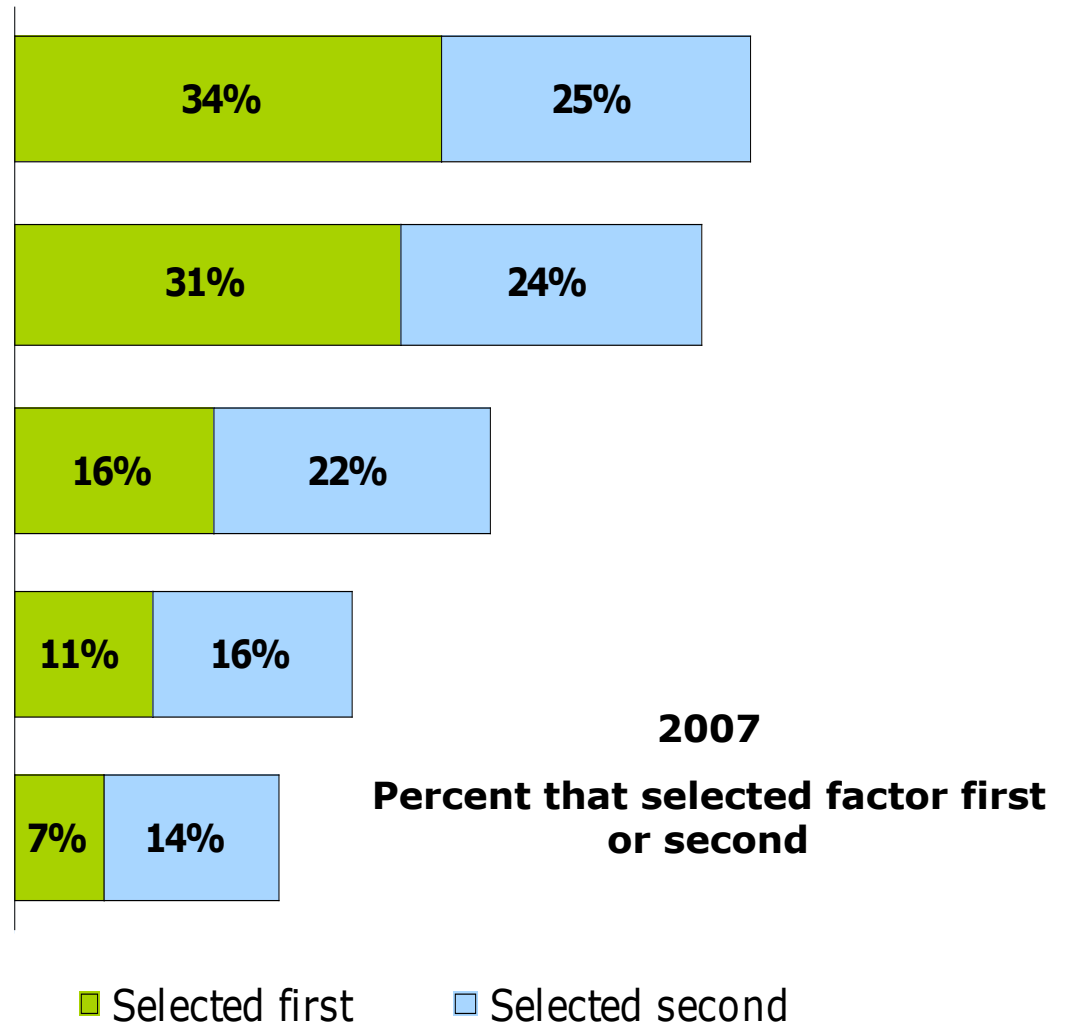
Increasing the production of food staples in the world, thereby reducing world hunger.

Reducing the amount of pesticides needed to produce food.

Creating high-yield crops so valuable land like rain forests is NOT needed as growing space for increased food production.

Producing plants that require less fresh water for growth, thereby conserving the world's fresh water supply.

Using no-till farming methods, thereby reducing green house gas emissions.



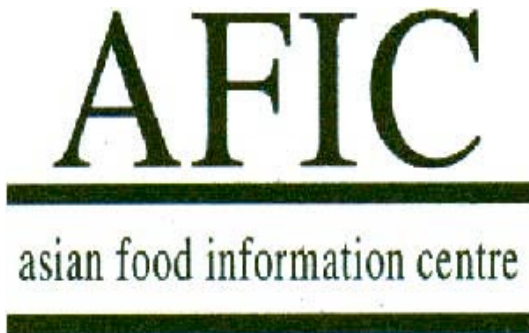
# Summary of Findings

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- **Consumer confidence in the safety of the US Food Supply remains high; however, the percent who are “very” confident has eroded over the past year.**
- **Awareness of animal biotechnology remains stable in 2007; but impressions, reactions to benefits, and purchase intent have all improved.**
- **Although most Americans have not heard about “sustainable food production,” the concept (once explained) is one that resonates with nearly all consumers.**

*Consumer Perceptions of  
Food Biotechnology in Asia*

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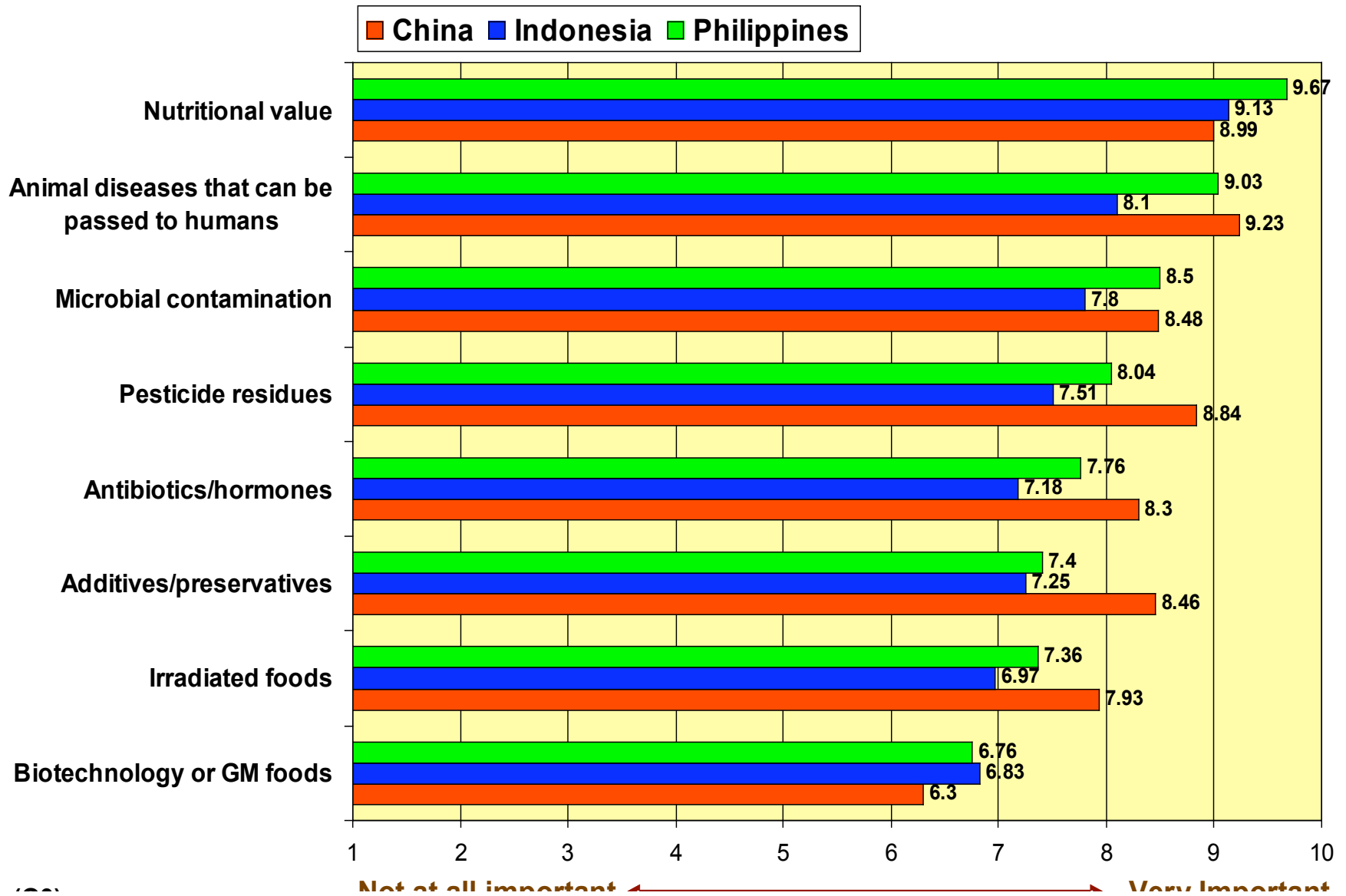


***Public Report on the  
Asian Food Information Centre  
2002 Consumer Survey  
& 2003 Focus Group research***

**IFIC**

# Concerns about food

## Importance rating – Mean Scores





**For more information**  
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