



**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](mailto: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.*

**GMO: What is the Market Saying**

**Dermod Mark**

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

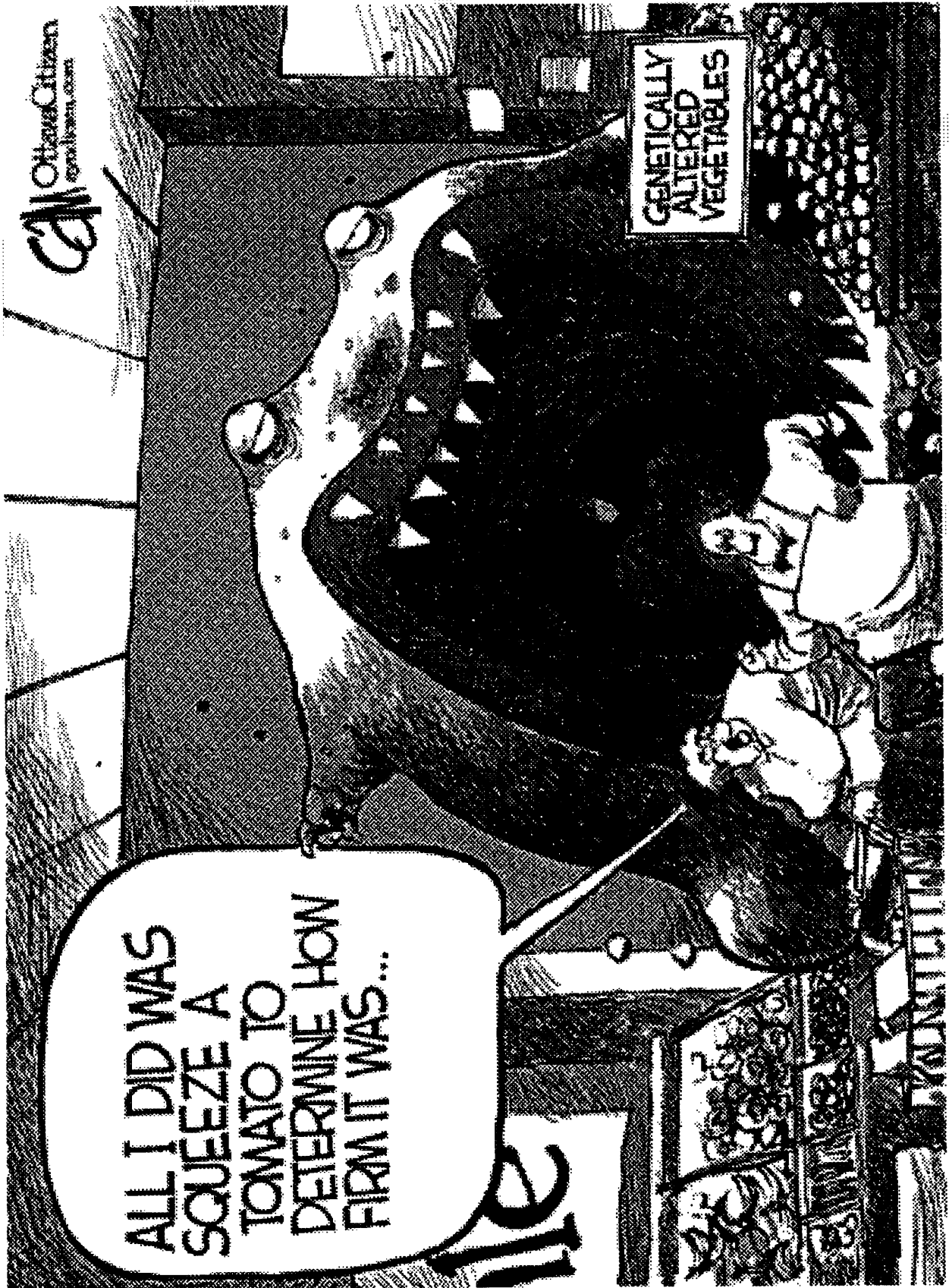
University of Guelph

*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



# 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