

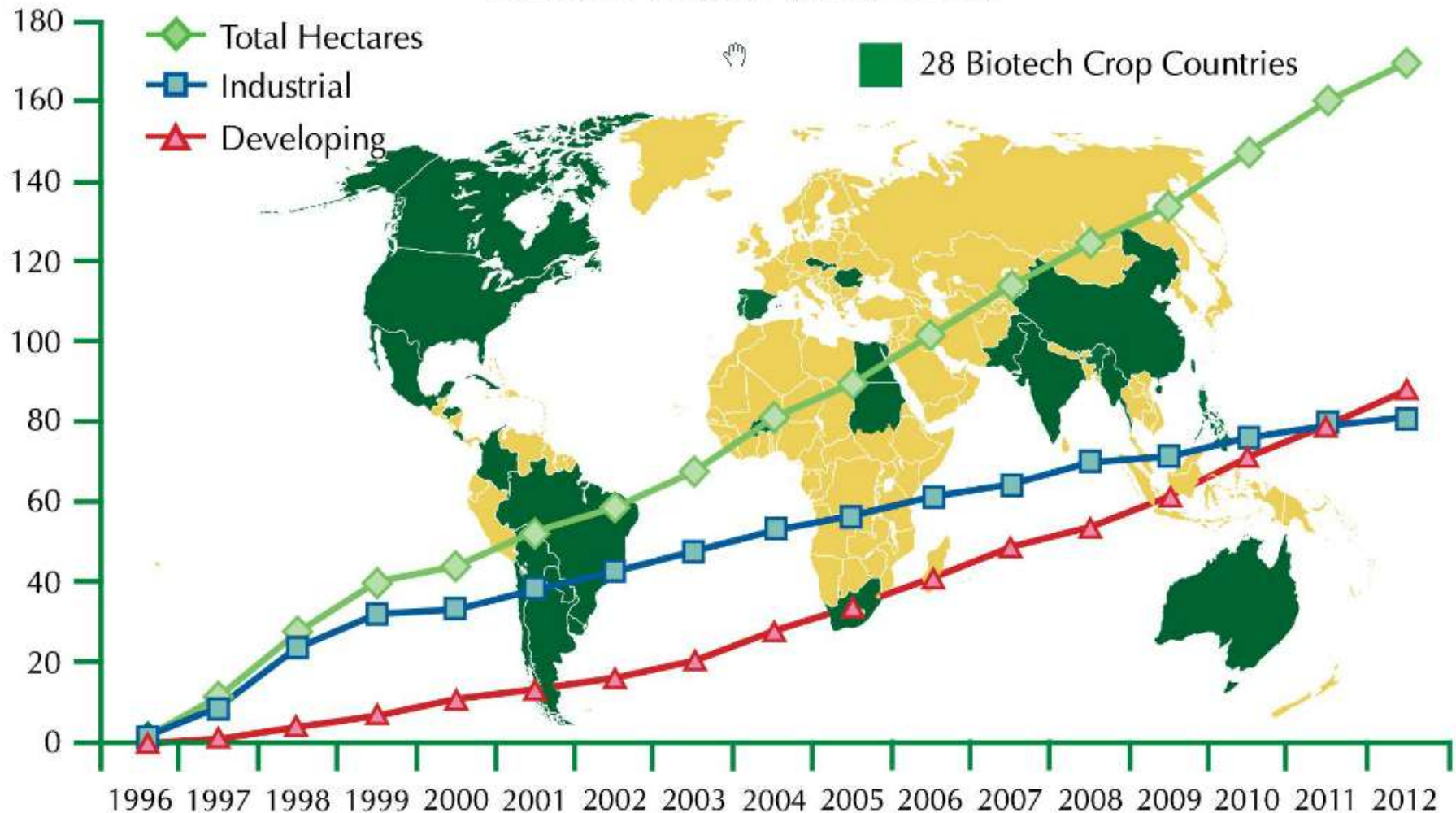
# 2013 Feed and Pet Food Joint Conference

## GMOs

### What Broader Initiatives Could Take Hold?

Cathleen Enright, PhD  
Executive Vice President  
Food and Agriculture

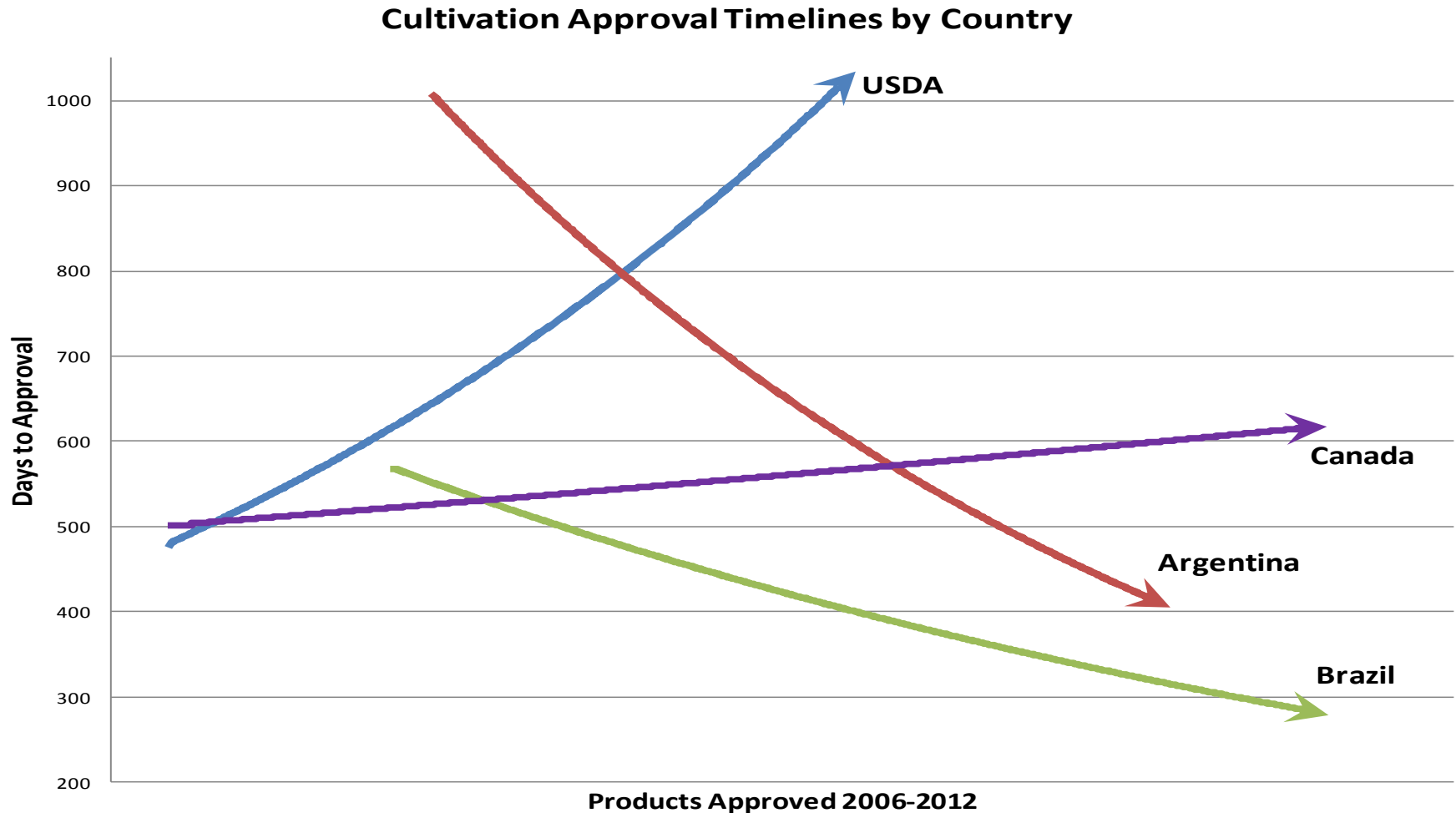
## GLOBAL AREA OF BIOTECH CROPS Million Hectares (1996-2012)



*A record 17.3 million farmers, in 28 countries, planted 170.3 million hectares (420 million acres) in 2012, a sustained increase of 6% or 10.3 million hectares (25 million acres) over 2011.*

# Cultivation Approval Timelines

## 2006-2012: US Falling Behind



# 9 GM Crops are Approved Abroad, Not in US



# Mandatory Labeling Landscape

- **2011-2013, 36 bills and CA ballot initiative—all defeated**
- **Proponent Industry—cyclical, well-coordinated, emotionally-driven campaign**
- **Designed to eliminate food derived from GE:**
  - **Undermine consumer confidence in food safety**
  - **Undermine value chain confidence in demand for GE ingredients**
  - **Increase market share organic/non-GM, raise \$**

# Proponent Industry Perspective

- ...“The burning question for us all then becomes how-and how quickly-can we move healthy, organic products from a 4.2% market niche, to the dominant force in American food and farming? The first step is to change our labeling laws...” **OCA 08/02/12**
- “We are going to force them to label this food. If we have it labeled, then we can organize people not to buy it.” **Center for Food Safety**
- “Personally, I believe GM foods must be banned entirely, but labeling is the most efficient way to achieve this.” **Joseph Mercola, CEO Mercola.com**

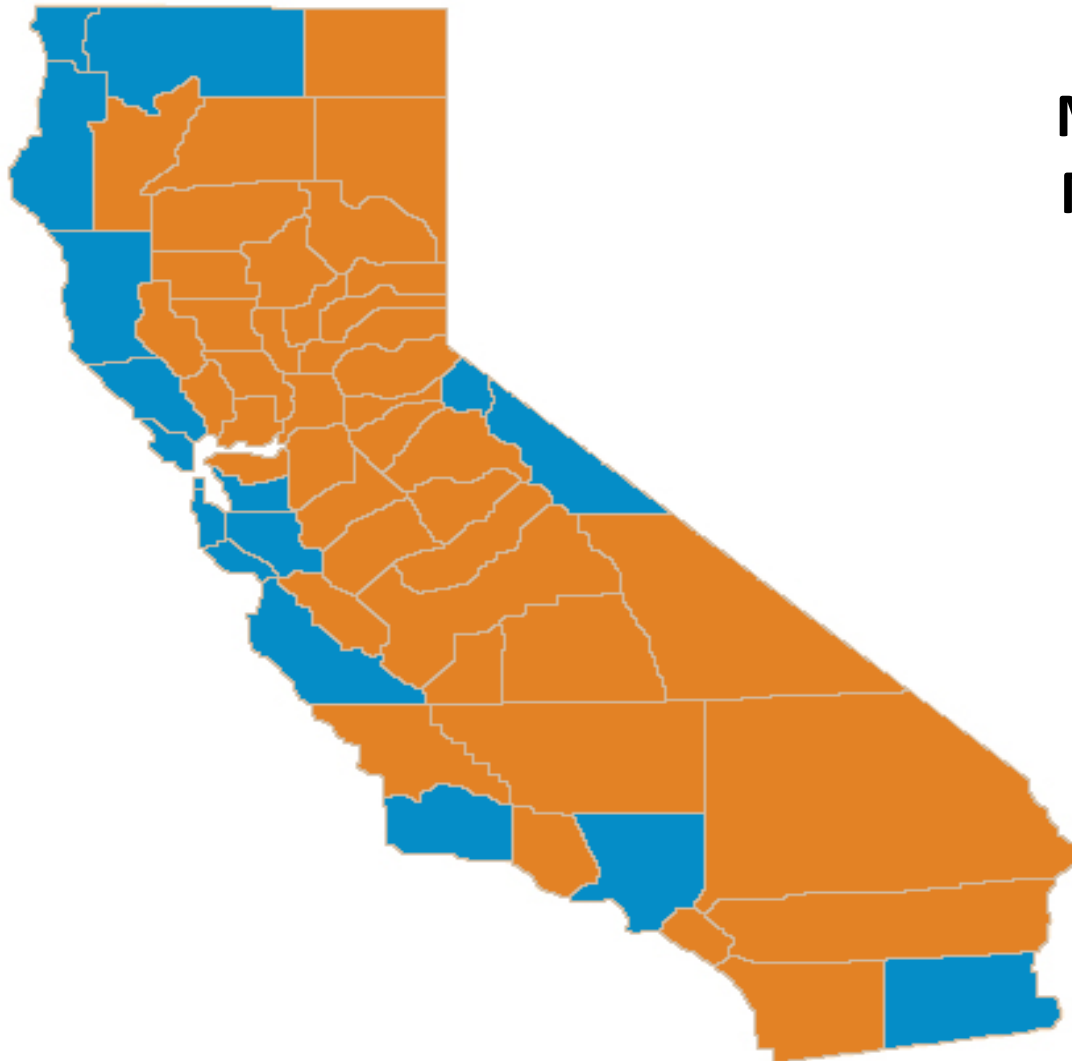
# CA Prop 37 Opposition Prevailed

No 51.4% Yes 48.6%

## Results by County

**Majority YES Counties: 17**

**Majority NO Counties: 41**



### Total Ballots Counted

**10,946,170**



Yes

**48.6%**

**(6,088,714)**



No

**51.4%**

**(6,442,371)**



As of 8/13/13

Maine - Bill passed legislature; not yet signed into law.

NH

ME

VT

MA -

Ballot Initiative Filed

NY

RI

CT - Food Labeling Bill Signed into Law

PA

NJ

DE

MD

VA

NC

TN

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LA

MS

AL

TX

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AR

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# Anticipated 2014 Labeling Challenges

- Numerous legislative efforts, particularly in Northeast
- One or two ballot initiatives
- CBI/BIO and GMA working now to manage

# Change In Environment

- **Improved business climate is critical to US innovation and investment in US ag productivity**
- **Value chain partnership is paramount**
- **BIO and GMA transparency/education initiatives—part of this effort**





Open to Your Questions  
About How Our Food Is Grown

# Opportunities for Conversation/Influence



- **Negative perceptions are not translating to purchasing behavior for most**
  - In a vacuum, a majority (51%), say avoiding GMOs is important to their purchase decision. But in context, price, freshness, and nutritional content are far more important
  - 24% self-report that they go out of their way to buy GMO-free food
- **There is an opportunity to engage and inform**
  - 18% pay close attention to news about how crops for food are grown
  - Half report that they wouldn't be able to define what a GMO is if asked
  - Even in states where legislation is currently being considered, a majority of respondents are not aware of it

# Our Strategy



## Acknowledging Skepticism

- We have great stories that are not being heard because we are not believed.
- Instead of repeating these messages, we need to show our audience that we have nothing to hide; that we acknowledge their skepticism.
- Only when our audiences believe we are listening to them will they begin to listen to us.

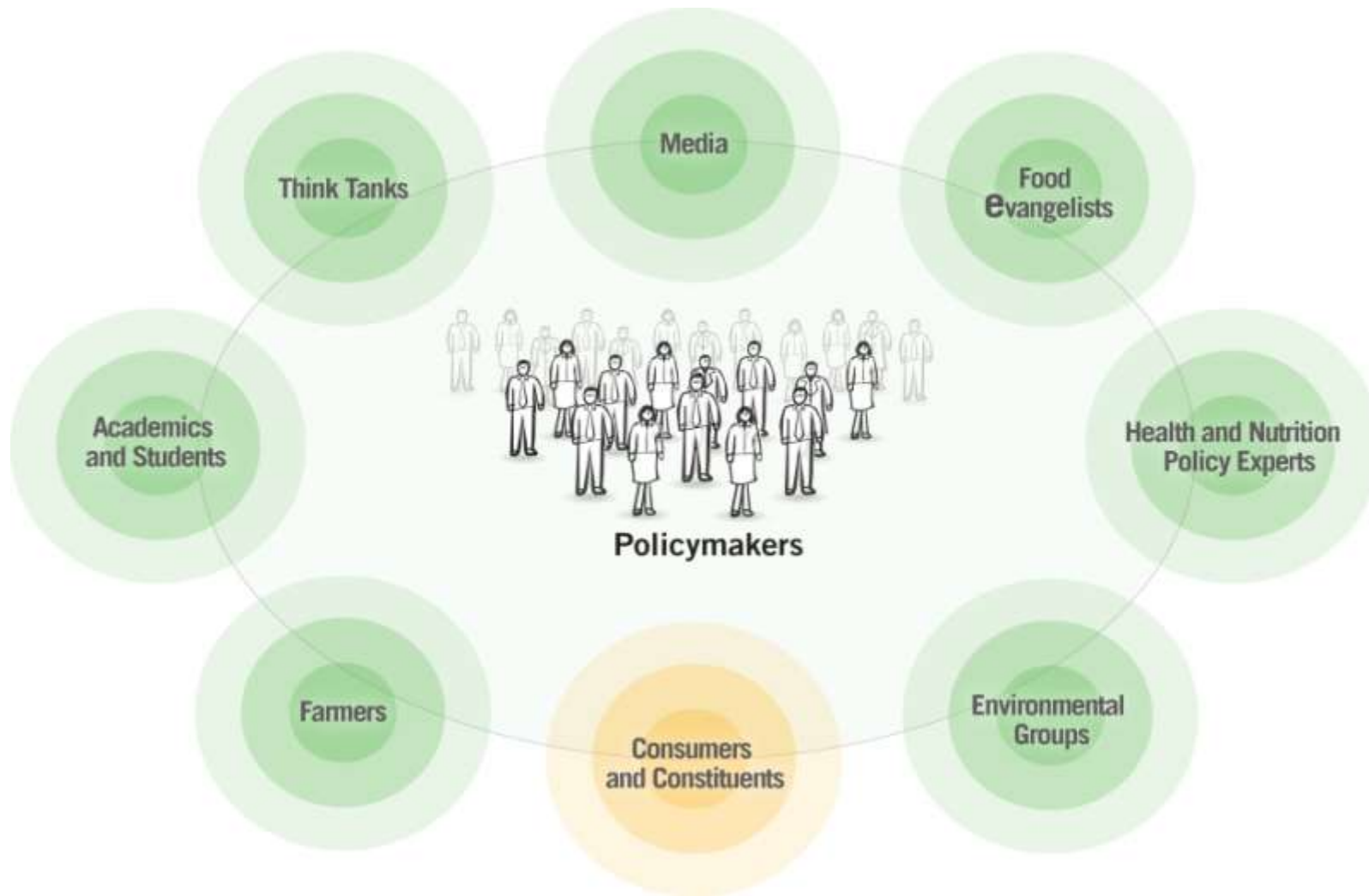
# Our Goals



- Create a bridge to our messages/leverage trusted faces
  - **Open, positive, and ongoing conversation** online, with the media, and with influencers to demystify GMOs
  - **Bedside manner** that allows audiences to **hear our story and build trust**
- Give policymakers **permission to act/not act**
- Create an environment that gives the industry **freedom to operate**
- **Align, inspire and support organizations** within the food value chain
- Establish the industry as **a leader in supporting transparency**



# Our Audiences



# Core Web Presence and Public Q&A

[www.GMOAnswers.com](http://www.GMOAnswers.com)



The screenshot shows the homepage of the GMOAnswers website. At the top is a navigation bar with the 'gmo answers' logo on the left and links for 'ABOUT GMO ANSWERS', 'ASK YOUR QUESTIONS', 'EXPLORE THE BASICS', 'PUBLIC REVIEW', and 'SEARCH FOR YOUR ANSWERS' on the right. A '[login]' link is also present. Below the navigation bar is a large hero section featuring a video player with a play button icon over a background image of a hand holding corn. To the right of the video, the text reads 'WE ANSWER YOUR QUESTIONS ABOUT GMOs' in large, bold letters, followed by a button that says '? View All Q&amp;As'. Below this are social media sharing buttons for 'Share' (Facebook), 'Tweet' (Twitter), and a '0' icon. At the bottom of the page are four featured sections, each with a green header and a corresponding image: 'ABOUT GMO ANSWERS' with the logo, 'EXPLORE THE BASICS' with a papaya, 'ASK YOUR QUESTIONS' with a group of people, and 'PUBLIC REVIEW' with a laboratory setting.

# Media Coverage EOW 8

## 62 media hits, 9.5 million media impressions



### The New York Times

#### Seeking Support, Biotech Food Companies Pledge Transparency

By ANDREW POLLACK

Published: July 28, 2013

With pressure growing to label [genetically modified foods](#), the developers of biotechnology crops are starting a campaign to gain support for their products by promising new openness.

#### Add to Portfolio

[+ Dow Chemical Company](#)

[Go to your Portfolio »](#)

The centerpiece of the effort is a Web site that is expected to go into operation on Monday to answer virtually any question posed by consumers about genetically engineered crops. The site, [GMOAnswers.com](#), is also expected to include safety data about the crops similar to that submitted to regulatory agencies.

“We have not done a very good job communicating about G.M.O.’s,” or genetically modified organisms, said Cathleen Enright, executive director of the Council for Biotechnology Information, which will run the site. “We want to get into the conversation.”



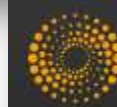
### THE HUFFINGTON POST



**Tamar Haspel**

*Effete urban journalist, gone to hayseed: StarvingofftheLand.com*

#### Monsanto Wants Your Questions: Go Ask!



**REUTERS**

#### GMO companies launch website to fight anti-biotech movement

By Carey Gillam  
Mon Jul 29, 2013 5:58pm BST

(Reuters) - A group of biotech seed companies on Monday launched an online forum to combat mounting opposition to genetically modified foods among consumer groups and activists.

The website, [www.GMOAnswers.com](#), is designed as a “central online resource” for information on genetically modified organisms and their use in agriculture and food production, the Biotechnology Industry Organization said.

# Initial Feedback



new

**Tamar Haspel**

07.31.2013 8:18 pm

Thank you for such a thorough answer. I really appreciate your clear explanation, and links to the legal sources.



**Transparency**

08.10.2013 1:05 am

@Kevin Folta -- Thanks for such a comprehensive answer, and such a quick response! I really appreciate that you present both sides of the story in a way that is both well-written and easy to understand. I think it's important for scientists to test new hypotheses...there is always room to learn.



new

**WillingToListen**

08.13.2013 1:56 pm

Thank you for finally clearing that up. I have been hearing that rumor a lot lately.



# GMO Answers Launch



## Website Traffic (EOW 8)

- More than 570 questions submitted
- More than 77,000 visits to the site
- Average duration of visit: 5:10
- Returning visitors: 32%

## Supporting Partners



# GMA Transparency Initiative

- Education website
- Food company disclosure language
- Messaging, website development and promotion investment
- Launched September 10, 2013

# www.FactsAboutGMOs.org



THE FACTS ABOUT **GMOs**

## GMOS ARE SAFE

Many of the most influential regulatory agencies and organizations that study the safety of the food supply, including the U.S. Food & Drug Administration, the American Medical Association, the World Health Organization, Health Canada, the U.S. Department of Agriculture and the National Academy of Sciences, have found genetically modified food ingredients are safe and there are no negative health effects associated with their use.

 [Read about the FDA's role in regulating safety of GM foods](#)

[Learn what the American Medical Association and other respected authorities have said about GMOs](#)

[Bill Gates – Keynote Address at World Food Prize 2009](#)

[Mark Lynas, Founder of Anti-GMO Movement](#)

[A Decade of EU-Funded GMO Research](#)



# Member Company Disclosure



## GMO website

From the Grocery  
Manufacturers Association

GMA

## On GMOs

We know consumers care about the foods they eat - and we care about the foods we provide.

As genetically-modified (GM) ingredients become more common in the global food supply, particularly in the U.S., we know that consumers may have questions about this technology.

On safety – our number one priority – we find broad global consensus among food and safety regulatory bodies that approved GM ingredients are safe.

Those who have approved biotech crops to be as safe and acceptable as their conventional counterparts include:

### More issues

#### Animal welfare

At General Mills, we care about animal welfare – and we support the humane treatment of animals in agriculture.

[MORE](#)

#### Palm Oil

General Mills is committed to sourcing palm oil in a socially and environmentally responsible manner. [MORE](#)

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