Objectives and Methodology
Objectives

1. To gauge consumer **knowledge** and **awareness** pertaining to plant and animal biotechnology safety, benefits and labeling, as well as sustainability and emerging technologies.

2. To understand the **attitudes** and **opinions** regarding food biotechnology and the importance of certain benefits of today’s modern food supply that are made possible with biotechnology.

3. To gauge purchase **behavior** and determine which information about food biotechnology, and in what format, best assists consumers with making informed food **decisions**.
Methodology

- Sampled from the population of U.S. adults (18+)
- All studies weighted to be nationally representative
- Conducted via web
- Statistical significance determined at the 95% confidence level
- Margin of error is +/- 3% for total sample and +/- 7% for Moms/Millennials oversample.

<table>
<thead>
<tr>
<th>Study Composition</th>
<th>2014</th>
<th>2012</th>
<th>2010</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population:</td>
<td>U.S. adults (18+)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sample:</td>
<td>n=1000</td>
<td>n=750</td>
<td>n=750</td>
<td>n=1000</td>
</tr>
<tr>
<td>Date:</td>
<td>Mar 28-April 7</td>
<td>Mar. 7-19</td>
<td>Apr. 5-26</td>
<td>July 29 – Aug. 18</td>
</tr>
<tr>
<td>Weighted on:</td>
<td>Gender</td>
<td>Age</td>
<td>Race</td>
<td>Education</td>
</tr>
<tr>
<td></td>
<td>Marital status</td>
<td>Region</td>
<td>Income (only for 2014 and 2012)</td>
<td></td>
</tr>
</tbody>
</table>

Research firm: Market Strategies International (Livonia, Michigan)
Summary of Key Findings
Summary of Key Findings

• Confidence in the safety of the U.S. food supply remains consistently high.

• Disease/contamination and handling/prep are still the most mentioned food safety concerns, but at lower levels than in past years.

• Consumers have a positive view of modern agriculture and believe biotechnology can play a role in improving multiple aspects of sustainability.

• Most Americans have heard something about food biotechnology. When discussed in terms of consumer benefits, they are primarily favorable.

• The majority of Americans still support the current FDA policy for labeling of foods produced through biotechnology.

• More consumers this year are aware that there are foods produced through biotechnology currently in the supermarket.

• Health and government organizations are the most trusted sources for information on food biotechnology, animal biotechnology, and sustainability.

• Millennials & Moms differ from the general population on several key factors.
Confidence in the U.S. food supply remains consistently high since 2008.

Q11. How confident are you about the safety of the US food supply? Would you say…?

Confident

- Total 2014 (A): 67%
- Total 2012 (B): 69%
- Total 2010 (C): 69%
- Total 2008 (D): 67%

Not Confident

- Total 2014 (A): 14% B
- Total 2012 (B): 10%
- Total 2010 (C): 12%
- Total 2008 (D): 13%

Neutral

- Total 2014 (A): 19%
- Total 2012 (B): 21%
- Total 2010 (C): 19%
- Total 2008 (D): 20%

A/B/C/D indicate statistical significance between years.
Food Safety Concerns

- Disease/contamination and handling/prep are still the most mentioned food safety concerns, although to a lesser degree than previous years.

<table>
<thead>
<tr>
<th>Food safety concerns</th>
<th>Total 2014 (A)</th>
<th>Total 2012 (B)</th>
<th>Total 2010 (C)</th>
<th>Total 2008 (D)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n=1000</td>
<td>n=751</td>
<td>n=750</td>
<td>n=1000</td>
</tr>
<tr>
<td>Disease/contamination</td>
<td>18%</td>
<td>29% A</td>
<td>29% A</td>
<td>38% ABC</td>
</tr>
<tr>
<td>Handling/preparation</td>
<td>18%</td>
<td>21%</td>
<td>23% AD</td>
<td>17%</td>
</tr>
<tr>
<td>Preservatives/Chemicals</td>
<td>12% D</td>
<td>13% CD</td>
<td>8% D</td>
<td>6%</td>
</tr>
<tr>
<td>Agricultural production</td>
<td>10% CD</td>
<td>7%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Packaging/labeling</td>
<td>9% BCD</td>
<td>5% D</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Health/nutrition</td>
<td>7% D</td>
<td>8% D</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Biotech</td>
<td>7% BCD</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Food sources</td>
<td>6%</td>
<td>7%</td>
<td>8%</td>
<td>9% A</td>
</tr>
<tr>
<td>Processed foods</td>
<td>3% BCD</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>3% CD</td>
<td>1%</td>
<td>1%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

A/B/C/D indicate statistical significance between years

Q12. What, if anything, are you concerned about when it comes to food safety? [OPEN END]
Foods Avoided/Reasons Avoiding Certain Foods

- Just over 50 percent of Americans report avoiding certain foods/ingredients, consistent from previous years. Sugars and Carbs continue to lead the list of foods consumers say they’re limiting/avoiding.

<table>
<thead>
<tr>
<th>Avoiding certain foods (%) Yes</th>
<th>Total 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=1000</td>
<td>53%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Types of foods avoiding</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sugar/carbs</td>
<td>55%</td>
</tr>
<tr>
<td>Fats/oils/cholesterol</td>
<td>26%</td>
</tr>
<tr>
<td>Animal products</td>
<td>25%</td>
</tr>
<tr>
<td>Snack foods/fast foods/soda</td>
<td>20%</td>
</tr>
<tr>
<td>Salt/sodium</td>
<td>18%</td>
</tr>
<tr>
<td>Artificial/additives</td>
<td>6%</td>
</tr>
<tr>
<td>Processed/refined foods</td>
<td>2%</td>
</tr>
<tr>
<td>Biotech</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reason Avoiding</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing weight</td>
<td>60%</td>
</tr>
<tr>
<td>Concerned about impact on health</td>
<td>51%</td>
</tr>
<tr>
<td>Health condition requires avoiding/limiting</td>
<td>31%</td>
</tr>
<tr>
<td>Doctor recommended I avoid</td>
<td>19%</td>
</tr>
<tr>
<td>Read/Saw something in the news that concerned me</td>
<td>17%</td>
</tr>
<tr>
<td>Managing food costs</td>
<td>12%</td>
</tr>
<tr>
<td>Food allergy</td>
<td>9%</td>
</tr>
<tr>
<td>Don’t like the taste/texture</td>
<td>7%</td>
</tr>
<tr>
<td>Some other reason</td>
<td>1%</td>
</tr>
<tr>
<td>Avoiding while pregnant</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

Q7. Thinking about your diet over the past few months, are there any foods or ingredients that you have avoided or eaten less of?
Q8_2. [IF AVOIDED FOODS] Why have you avoided these foods/ingredients?
Q8_2. Why have you avoided these foods/ingredients?
Perceptions of Modern Agriculture
Modern Agriculture

• The majority of Americans have a positive view of modern agriculture.

PB4. In general, to what extent do you agree or disagree with the following statements about modern agriculture?
Awareness of threats to U.S. Agriculture

- More than half of Americans are aware of climate change, increasing energy costs, and reductions in water availability.
- Two-thirds say they would be upset if they could no longer have Florida orange juice due to virus devastation.

<table>
<thead>
<tr>
<th>% Aware</th>
<th>Total 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n=1000</td>
</tr>
<tr>
<td>Climate change</td>
<td>63%</td>
</tr>
<tr>
<td>Increasing energy costs</td>
<td>57%</td>
</tr>
<tr>
<td>Reductions in water availability</td>
<td>54%</td>
</tr>
<tr>
<td>Spread of invasive pests</td>
<td>39%</td>
</tr>
<tr>
<td>Reduction of land availability</td>
<td>35%</td>
</tr>
<tr>
<td>A virus affecting citrus trees</td>
<td>26%</td>
</tr>
<tr>
<td>None of the above</td>
<td>12%</td>
</tr>
</tbody>
</table>

If you could no longer have Florida orange juice because the orange groves were devastated by a virus, how would you feel?

- 66% Upset
- 23% Not Upset
- 11% Neutral

V1. Which, if any, of the following current threats to US agriculture are you aware of?
V2. If you could no longer have Florida orange juice because the orange groves were devastated by a virus, how would you feel? Would you be…?
Perceptions of Plant Biotechnology
## Awareness of Food Biotechnology

- Consistent with previous years, most Americans have heard at least *a little* about food biotechnology, but only one in ten have heard or read *a lot*.

<table>
<thead>
<tr>
<th></th>
<th>Total 2014 (A)</th>
<th>Total 2012 (B)</th>
<th>Total 2010 (C)</th>
<th>Total 2008 (D)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Lot</td>
<td>11% C</td>
<td>10%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>A Little/Some</td>
<td>60%</td>
<td>64%</td>
<td>62%</td>
<td>62%</td>
</tr>
<tr>
<td>Nothing at All</td>
<td>29%</td>
<td>26%</td>
<td>31% B</td>
<td>30%</td>
</tr>
</tbody>
</table>

A/B/C/D indicate statistical significance between years

Q13. As you may know, some food products and medicines are being developed with the help of [OLD: new] scientific techniques. The general area is called "biotechnology" and includes tools such as genetic engineering. Biotechnology is also being used to improve crop plants. How much have you heard or read about biotechnology? Would you say you have read or heard...?
Moms – Awareness of Food Biotechnology

- Awareness of food biotechnology is higher among moms than non-moms.
- Twice as many moms have heard “a lot” about food biotechnology than non-moms.

<table>
<thead>
<tr>
<th></th>
<th>Mom (A)</th>
<th>Non-Mom (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A Lot</strong></td>
<td>18%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>A Little/Some</strong></td>
<td>50%</td>
<td>62%</td>
</tr>
<tr>
<td><strong>Nothing at All</strong></td>
<td>32%</td>
<td>29%</td>
</tr>
</tbody>
</table>

A/B indicate statistical significance between mom and non-moms

Q13. As you may know, some food products and medicines are being developed with the help of [OLD: new] scientific techniques. The general area is called “biotechnology” and includes tools such as genetic engineering. Biotechnology is also being used to improve crop plants. How much have you heard or read about biotechnology? Would you say you have read or heard...?
Heard/Read About Food Biotechnology

- Of those consumers who have heard something about food biotechnology, they are equally likely to report hearing both positive and negative information.

What have you heard or read about food biotechnology?*
(Among those aware, n=726)

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negative</td>
<td>25%</td>
</tr>
<tr>
<td>Dangerous/bad [general]</td>
<td>15%</td>
</tr>
<tr>
<td>Unhealthy/bad for you</td>
<td>10%</td>
</tr>
<tr>
<td>Positive</td>
<td>24%</td>
</tr>
<tr>
<td>Improved foods/yield</td>
<td>13%</td>
</tr>
<tr>
<td>Healthy/good for you</td>
<td>4%</td>
</tr>
<tr>
<td>Good/helpful [general]</td>
<td>4%</td>
</tr>
<tr>
<td>Drought resistant/require less water</td>
<td>3%</td>
</tr>
<tr>
<td>Neutral</td>
<td>38%</td>
</tr>
<tr>
<td>Genetically modified</td>
<td>12%</td>
</tr>
<tr>
<td>Many unknowns</td>
<td>4%</td>
</tr>
<tr>
<td>That GMO technology is being used</td>
<td>4%</td>
</tr>
<tr>
<td>Specific foods/crops that are GMO</td>
<td>3%</td>
</tr>
<tr>
<td>Pest resistant/contain pesticides</td>
<td>3%</td>
</tr>
<tr>
<td>Scientifically modified/experiments</td>
<td>3%</td>
</tr>
<tr>
<td>Modified</td>
<td>3%</td>
</tr>
<tr>
<td>Controversial subject</td>
<td>3%</td>
</tr>
<tr>
<td>Have read/seen/heard about them [unspecifed]</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
<tr>
<td>Don’t know/Refused</td>
<td>16%</td>
</tr>
</tbody>
</table>

*Mentions <3% of responses not shown.

PB3. [If heard/read something…] What have you read or heard about food biotechnology? [OPEN END]
Impressions of Food Biotechnology

- Just over one-quarter (28%) of consumers are favorable toward using biotechnology, with the same number being unfavorable, a significant change from 2012.
### Millennials – Impressions of Food Biotechnology

- The Millennial population are more favorable toward food biotechnology than other age groups. Nearly 40% are favorable, compared to about one-quarter of other age groups.

<table>
<thead>
<tr>
<th></th>
<th>Millennial (A)</th>
<th>35-54 (B)</th>
<th>55+ (C)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Favorable</strong></td>
<td>38%</td>
<td>25%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>Not Favorable</strong></td>
<td>26%</td>
<td>29%</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Neutral</strong></td>
<td>24%</td>
<td>30%</td>
<td>35%</td>
</tr>
<tr>
<td><strong>Don’t know enough</strong></td>
<td>12%</td>
<td>16%</td>
<td>12%</td>
</tr>
</tbody>
</table>

A/B/C indicate statistical significance between age groups

Q14. What is your overall impression of using biotechnology with plants that produce food products? Would you say you are…?
Availability of Biotech Foods

- More than one-third of consumers say there are foods produced through biotechnology currently in the supermarket, representing a consistent increase each year since 2008.
- Awareness of biotech foods in the supermarket is much higher than in 2008.

<table>
<thead>
<tr>
<th></th>
<th>Total 2014 (A)</th>
<th>Total 2012 (B)</th>
<th>Total 2010 (C)</th>
<th>Total 2008 (D)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>n=1000</td>
<td>37% BCD</td>
<td>30% D</td>
<td>28% D</td>
<td>23%</td>
</tr>
<tr>
<td>Unaware</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>n=751</td>
<td>5%</td>
<td>11% AC</td>
<td>8%</td>
<td>11% A</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>58%</td>
<td>59%</td>
<td>64% A</td>
<td>66% AB</td>
</tr>
</tbody>
</table>

A/B/C/D indicate statistical significance between years

Q15. As far as you know, are there any foods produced through biotechnology in the supermarket now?
Foods Currently Produced Through Biotech

- Of those aware of biotech-produced foods in the supermarket, over half say corn products, vegetables, fruits, cereals/grains, meats, and soy products are GE.

<table>
<thead>
<tr>
<th>Foods produced through biotech</th>
<th>Total 2014 (A)</th>
<th>Correct (C)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corn products</td>
<td>69%</td>
<td>C</td>
</tr>
<tr>
<td>Vegetables</td>
<td>68%</td>
<td>C-squash, corn</td>
</tr>
<tr>
<td>Fruits</td>
<td>62%</td>
<td>C-papaya</td>
</tr>
<tr>
<td>Cereals/grains</td>
<td>57%</td>
<td>C-some</td>
</tr>
<tr>
<td>Meats</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>Soy products</td>
<td>50%</td>
<td>C</td>
</tr>
<tr>
<td>Poultry</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>Milk/dairy</td>
<td>48%</td>
<td>C-some</td>
</tr>
<tr>
<td>Eggs</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>Breads/crackers</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Fish</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Processed foods</td>
<td>2%</td>
<td>C-some</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>
Likelihood to Purchase Plant Biotech Foods

- Consumers show high interest in nutrition & health-related benefits of food biotechnology.
- Nearly three-quarters of Americans say they are likely to purchase foods made with oils modified to provide more healthful fats, such as Omega-3s.

<table>
<thead>
<tr>
<th>Item</th>
<th>Not Likely</th>
<th>Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food product made with oils modified by biotechnology to provide more healthful fats, like Omega-3, in the food</td>
<td>28%</td>
<td>72%</td>
</tr>
<tr>
<td>Variety of produce modified by biotechnology to reduce the potential for carcinogens (n=501)</td>
<td>31%</td>
<td>69%</td>
</tr>
<tr>
<td>Variety of produce modified by biotechnology to be protected from insect damage and required fewer pesticide applications</td>
<td>31%</td>
<td>69%</td>
</tr>
<tr>
<td>Bread, crackers, cookies, cereals, or pasta made with flour modified to use less land, water, and/or pesticides</td>
<td>31%</td>
<td>69%</td>
</tr>
<tr>
<td>Bread, crackers, cookies, cereals, or pasta made with flour modified to enhance nutritional benefits</td>
<td>33%</td>
<td>67%</td>
</tr>
<tr>
<td>Food product made with oils modified by biotechnology to eliminate the trans fat content in the food*</td>
<td>33%</td>
<td>67%</td>
</tr>
<tr>
<td>Variety of produce modified by biotechnology to improve vitamin content (n=499)</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>Variety of produce modified by biotechnology to taste better or fresher</td>
<td>42%</td>
<td>58%</td>
</tr>
</tbody>
</table>

*Note: Wording change from 2012 - “reduce the saturated fat content”
A/B indicate statistical significance between years
PB5. Q25 Q22 Q23. All other things being equal, how likely would you be to buy…
**Moms – Likelihood to Purchase Biotech Foods**

- Moms have a high level of interest in foods produced with biotechnology related to eliminating *trans* fat content in foods.
- About 4 out of 5 moms are likely to purchase foods with this food biotech enhancement.

Q22. All other things being equal, how likely would you be to buy a food product, made with oils that had been modified by biotechnology to eliminate the *trans* fat content in the food?

A/B indicate statistical significance between mom and non-moms.
Most Favored Uses of Biotechnology

- Reducing pesticide applications, keeping food prices stable, and helping feed undernourished globally are the top three favored uses of biotechnology.

<table>
<thead>
<tr>
<th>Most favored uses of biotech</th>
<th>Total 2014 n=1000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Ranked 1st-3rd</td>
</tr>
<tr>
<td>Reducing the amount of pesticide applications.</td>
<td>48%</td>
</tr>
<tr>
<td>Keeping food prices stable.</td>
<td>41%</td>
</tr>
<tr>
<td>Helping feed undernourished people around the world.</td>
<td>38%</td>
</tr>
<tr>
<td>Developing food crops that can survive in extreme climates [e.g. drought, flood, etc.]</td>
<td>37%</td>
</tr>
<tr>
<td>Preserving food availability by protecting crops from disease.</td>
<td>35%</td>
</tr>
<tr>
<td>Reducing our use of nonrenewable resources in food production.</td>
<td>26%</td>
</tr>
<tr>
<td>Protecting wildlife habitats by using existing land to grow.</td>
<td>26%</td>
</tr>
<tr>
<td>Reducing greenhouse gas emissions.</td>
<td>18%</td>
</tr>
<tr>
<td>Requiring fewer animals for food production.</td>
<td>15%</td>
</tr>
<tr>
<td>Reducing the carbon footprint of food.</td>
<td>10%</td>
</tr>
</tbody>
</table>
Perception of Biotechnology Use by Farmers

• Just under half of Americans have a positive perception of food biotechnology when it is used by farmers, with more being favorable of its use by farmers in developing countries.

<table>
<thead>
<tr>
<th></th>
<th>Neither</th>
<th>Not favorable</th>
<th>Favorable</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmers using biotechnology to grow more</td>
<td>30%</td>
<td>18%</td>
<td>46%</td>
<td>6%</td>
</tr>
<tr>
<td>crops that would help meet food demand</td>
<td>(n=501)</td>
<td></td>
<td>46%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>25%</td>
<td>15%</td>
<td>49%</td>
<td>11%</td>
</tr>
<tr>
<td>(n=1000)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farmers in developing countries using</td>
<td>24%</td>
<td>15%</td>
<td>55%</td>
<td>6%</td>
</tr>
<tr>
<td>biotechnology to grow more crops that</td>
<td>(n=499)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>would help meet food demand</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Arrow indicates significant difference between split sample in 2014.
A/B indicates difference between years.
Q27. What is your overall impression of [RESTORE] using biotechnology to grow more crops that would help meet food demand?
Foods that are Genetically Engineered

- Many Americans consider many food products that have used biotechnology at various stages of food production to be genetically engineered.
- Almost half of consumers consider **all** of the examples provided to be genetically engineered.

<table>
<thead>
<tr>
<th>Description</th>
<th>% Yes</th>
<th>Total 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meat from animals that have been enhanced with biotechnology for improved meat quality.</td>
<td>27%</td>
<td>n=1000</td>
</tr>
<tr>
<td>Fresh produce improved with biotechnology.</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Corn produced through biotechnology that is resistant to pesticides.</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Meat from an animal that was fed corn or grains produced through biotechnology.</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Dairy products from cows given supplements made using biotechnology.</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Soybeans produced through biotechnology that are protected from insects.</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Packaged food products containing ingredients (e.g. corn, soy) produced with biotechnology.</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Papayas improved with biotechnology to be resistant to viruses.</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>All of the above</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>None of the above</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>
Interest in Adding Information to Current Food Labels

- Only one-quarter of consumer would like additional information on the label.
- Of those, nutrition and ingredient information, as well as biotech and source/processing information, are mentioned.

<table>
<thead>
<tr>
<th>% Want more info on food labels</th>
<th>Total 2014 (A)</th>
<th>Total 2012 (B)</th>
<th>Total 2010 (C)</th>
<th>Total 2008 (D)</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=1000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26% CD</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24% CD</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18% D</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Types of information desired</th>
<th>n=1000</th>
<th>n=751</th>
<th>n=750</th>
<th>n=1000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutritional information</td>
<td>8%</td>
<td>8%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Ingredients</td>
<td>5% CD</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Biotech</td>
<td>4% BCD</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Source/processing info</td>
<td>4% CD</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Food safety info</td>
<td>2% CD</td>
<td>4% ACD</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1% B</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

A/B/C/D indicate statistical significance between years

Q9. Can you think of any information that is not currently included on food labels that you would like to see on food labels?
Q10. [IF YES] What types of information would that be? [OPEN END]
FDA Food Labeling

- The majority of Americans support the current FDA policy for labeling of foods produced through biotechnology, although the percentage who oppose is higher than in 2012.

<table>
<thead>
<tr>
<th></th>
<th>Total 2014 (A)</th>
<th>Total 2012 (B)</th>
<th>Total 2010 (C)</th>
<th>Total 2008 (D)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Support</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>n=1000</td>
<td>n=751</td>
<td>n=750</td>
<td>n=1000</td>
</tr>
<tr>
<td><strong>Oppose</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>n=1000</td>
<td>n=751</td>
<td>n=750</td>
<td>n=1000</td>
</tr>
<tr>
<td><strong>Neutral</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Support: 63% (A), 66% (D), 63% (C), 60% (D)
Oppose: 19% (BCD), 14% (B), 13% (C, D), 13% (D)
Neutral: 18% (A), 20% (B), 24% (A), 27% (AB)

A/B/C/D indicate statistical significance between years

Q28. The U.S. Food and Drug Administration (FDA) requires special labeling when a food is produced under certain conditions: When biotechnology’s use substantially changes the food’s nutritional content, like vitamins or fat, or its composition; or when a potential safety issue, such as a food allergen, is identified. Otherwise, special labeling is not required. Would you say that you support, or oppose this FDA policy?
Millennials – Interest in Adding Info to Current Food Labels

- About 2 in 5 Millennials (ages 18 to 34) want more info on food labels, significantly higher than the 35 to 54 age group (26%) and the 55+ population (16%).
- Like other age groups, nutritional information is the top-mentioned desired addition to food labels.

<table>
<thead>
<tr>
<th>Types of information desired</th>
<th>Millennial (A)</th>
<th>35-54 (B)</th>
<th>55+ (C)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutritional information</td>
<td>37%</td>
<td>32%</td>
<td>31%</td>
</tr>
<tr>
<td>Ingredients</td>
<td>25%</td>
<td>19%</td>
<td>25%</td>
</tr>
<tr>
<td>Biotech</td>
<td>22%</td>
<td>10%</td>
<td>22%</td>
</tr>
<tr>
<td>Source/processing info</td>
<td>17%</td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td>Food safety info</td>
<td>10%</td>
<td>5%</td>
<td>16%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>7%</td>
<td>4%</td>
</tr>
</tbody>
</table>

A/B/C indicate statistical significance between age groups

Q9. Can you think of any information that is not currently included on food labels that you would like to see on food labels?
Q10. [IF YES] What types of information would that be? [OPEN END]

*Those who said "Nothing" or "Don't know" to Q10 were recoded as "No" answers in Q2
Moms – Interest in Adding Info to Current Food Labels

- 4 out of 10 moms say they want more info on food labels, a significantly higher percentage than non-moms.
- Ingredient information is the top-mentioned desired addition to food labels.

<table>
<thead>
<tr>
<th></th>
<th>Mom (A)</th>
<th>Non-Mom (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Want more info on</td>
<td>n=191</td>
<td>n=809</td>
</tr>
<tr>
<td>food labels</td>
<td>38% B</td>
<td>24%</td>
</tr>
<tr>
<td>Types of information</td>
<td></td>
<td></td>
</tr>
<tr>
<td>desired</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nutritional information</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Ingredients</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>Biotech</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Source/processing info</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Food safety info</td>
<td>5% B</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>--</td>
<td>1% A</td>
</tr>
</tbody>
</table>

A/B Indicates sig difference mom and non-moms

Q9. Can you think of any information that is not currently included on food labels that you would like to see on food labels?
Q10. [IF YES] What types of information would that be? [OPEN END]
Perceptions of Animal Biotechnology
• Consistent since 2008, more than half of Americans have heard some information on animal biotechnology.

<table>
<thead>
<tr>
<th></th>
<th>Total 2014 (A)</th>
<th>Total 2012 (B)</th>
<th>Total 2010 (C)</th>
<th>Total 2008 (D)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Lot</td>
<td>7%</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>A Little/Some</td>
<td>45%</td>
<td>49%</td>
<td>48%</td>
<td>46%</td>
</tr>
<tr>
<td>Nothing at All</td>
<td>48%</td>
<td>44%</td>
<td>47%</td>
<td>49%</td>
</tr>
</tbody>
</table>

A/B/C/D indicate statistical significance between years

Q31. How much have you read or heard about applying the science of biotechnology to animals? Would you say you have heard...?
Impressions of Animal Biotechnology

- Favorability of animal biotechnology has remained about the same as 2012 levels.

A/B/C/D indicate statistical significance between years

Q32. What is your overall impression of using biotechnology with animals that produce food products such as meat, milk, and eggs? Would you say you are...?
Reasons “Not Favorable” Toward Animal Biotech

- “Lack of information” and “not understanding the benefits” of animal biotechnology continue to be reasons consumers cite for being not favorable toward animal biotechnology.

<table>
<thead>
<tr>
<th>Reasons Not Favorable</th>
<th>Total 2014 (A)</th>
<th>Total 2012 (B)</th>
<th>Total 2010 (C)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don’t have enough information</td>
<td>n=547</td>
<td>n=381</td>
<td>n=382</td>
</tr>
<tr>
<td>I don’t understand the benefits of using biotechnology with animals</td>
<td>55%</td>
<td>55%</td>
<td>54%</td>
</tr>
<tr>
<td>I don’t eat meat or dairy products</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
<td>16%</td>
<td>23%</td>
</tr>
</tbody>
</table>

A/B/C indicate statistical significance between years

Q33. Why are you not favorable toward using biotechnology with animals that produce food products?
Likelihood to Purchase Animal Biotech Foods

• Likelihood to purchase milk and eggs produced through genetic engineering remains high, with more than two-thirds of Americans saying they are likely.

• Fewer consumers than in 2012 would be likely to purchase fish enhanced through genetic engineering, if the FDA were to determine it to be safe.

<table>
<thead>
<tr>
<th></th>
<th>Not Likely</th>
<th>Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Since the FDA determined safe…</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meat milk and eggs from animals enhanced through genetic engineering</td>
<td>31%</td>
<td>69%</td>
</tr>
<tr>
<td>If the FDA were to determine safe…</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fish enhanced through genetic engineering</td>
<td>41% B</td>
<td>59%</td>
</tr>
</tbody>
</table>

A/B indicate statistical significance between years
Q36. Since the U.S. Food and Drug Administration (FDA) has determined that meat, milk, and eggs from animals enhanced through genetic engineering are safe, how likely are you to buy them?
Q37. If the U.S. Food and Drug Administration (FDA) were to determine that fish enhanced through genetic engineering was safe, how likely would you be to buy it?
Perceptions of Sustainability in Food Production
Awareness of Sustainability in Food Production

- More than half of Americans have some awareness of sustainability in food production, consistent with 2012.

<table>
<thead>
<tr>
<th></th>
<th>Total 2014 (A)</th>
<th>Total 2012 (B)</th>
<th>Total 2010 (C)</th>
<th>Total 2008 (D)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n=1000</td>
<td>n=751</td>
<td>n=750</td>
<td>n=1000</td>
</tr>
<tr>
<td>A Lot</td>
<td>9% D</td>
<td>9% D</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>A Little/Some</td>
<td>48% D</td>
<td>47% D</td>
<td>43% D</td>
<td>36%</td>
</tr>
<tr>
<td>Nothing at All</td>
<td>43%</td>
<td>44%</td>
<td>50% AB</td>
<td>59% ABC</td>
</tr>
</tbody>
</table>

A/B/C/D indicate statistical significance between years

Q43. How much have you read or heard about the concept of sustainability in food production?
Millennials – Awareness of Sustainability in Food Production

- Millennials are more likely to have heard “a lot” about sustainability in food production than other age groups, significantly higher than those ages 55+.

<table>
<thead>
<tr>
<th>A Lot</th>
<th>Millennial (A)</th>
<th>35-54 (B)</th>
<th>55+ (C)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n=162</td>
<td>n=391</td>
<td>n=447</td>
</tr>
<tr>
<td>A Lot</td>
<td>15% C</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>A Little/Some</td>
<td>46%</td>
<td>48%</td>
<td>50%</td>
</tr>
<tr>
<td>Nothing at All</td>
<td>39%</td>
<td>45%</td>
<td>45%</td>
</tr>
</tbody>
</table>
**Consumer Definitions of Sustainability**

- Consumer definitions of sustainability are associated with food being long lasting, enduring, and without a negative impact on the environment.

<table>
<thead>
<tr>
<th>Definition</th>
<th>Total 2014 (A)</th>
<th>Total 2012 (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long lasting, indefinitely, permanent</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>Keep going, repeating</td>
<td>14% B</td>
<td>3%</td>
</tr>
<tr>
<td>Green/No negative impact on environment</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>To keep in existence/alive, survive, nourish</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Maintain</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Stable, constant, steady</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>To sustain</td>
<td>3%</td>
<td>7% A</td>
</tr>
<tr>
<td>Enduring, Durable</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Renewable/replenish/reproduce resources</td>
<td>2%</td>
<td>5% A</td>
</tr>
<tr>
<td>Freshness/Shelf life</td>
<td>2%</td>
<td>4% A</td>
</tr>
<tr>
<td>Consistent results</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Safe</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Future generations</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>A lot</td>
<td>2% B</td>
<td>--</td>
</tr>
<tr>
<td>Able to feed population/meet needs</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

A/B indicate statistical significance between years

Q42. What does the word “sustainability” mean to you? [OPEN END]
Importance of Sustainability in Food Production

- Two-thirds of Americans say it is important their foods are produced sustainably.

A/B indicate statistical significance between years

Q46. How important is it to you that the food products you purchase or consume are produced in a sustainable way?

Q42. What does the word “sustainability” mean to you? [OPEN END]
Millennials – Importance of Sustainability

- A higher percentage of Millennials than other age groups say that it is important to them that the food products they purchase or consume are produced in a sustainable way.

<table>
<thead>
<tr>
<th></th>
<th>Millennial (A)</th>
<th>35-54 (B)</th>
<th>55+ (C)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Important</td>
<td>76% BC</td>
<td>62%</td>
<td>62%</td>
</tr>
<tr>
<td>Not Important</td>
<td>5%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Neutral</td>
<td>19%</td>
<td>31%</td>
<td>31% D</td>
</tr>
</tbody>
</table>

A/B/C indicate statistical significance between age groups

Q46.  How important is it to you that the food products you purchase or consume are produced in a sustainable way?
Consumer Purchasing of “Sustainable” Foods

- Consistent with 2012, about 2 in 5 consumers say they have neither increased nor decreased their purchasing of “sustainable” foods and beverages in the past year.
- Consumer willingness to pay more for sustainable foods has decreased since 2012.

<table>
<thead>
<tr>
<th>Purchase behavior</th>
<th>Total 2014 (A)</th>
<th>Total 2012 (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Willing to pay more for sustainable food and beverage products</td>
<td>n=1000</td>
<td>n=751</td>
</tr>
<tr>
<td>I have increased my purchasing of sustainable food and beverage products</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>I have decreased my purchasing of sustainable food and beverage products</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Neither increased nor decreased</td>
<td>42%</td>
<td>43%</td>
</tr>
<tr>
<td>I do not know</td>
<td>36%</td>
<td>32%</td>
</tr>
</tbody>
</table>

A/B indicate statistical significance between years

Q44. In the past year, how, if at all, have you changed your purchasing of food and beverage products that fit your definition of sustainability?
Q45. Are you willing to pay more for food and beverage products that fit your definition of sustainability?
### Millennials’ Purchasing of “Sustainable” Foods

- Two-fifths of Millennials are willing to pay more for sustainable foods and beverages, higher than other age groups.
- 1 in 3 Millennials say they have increased their purchasing of sustainable food and beverage products in the last year.

<table>
<thead>
<tr>
<th>Purchase behavior</th>
<th>Millennial (A)</th>
<th>35-54 (B)</th>
<th>55+ (C)</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Willing to pay more for sustainable food and beverage products</td>
<td>43% BC (n=162)</td>
<td>26% C (n=391)</td>
<td>13% (n=447)</td>
</tr>
<tr>
<td>I have increased my purchasing of sustainable food and beverage products</td>
<td>29% BC</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>I have decreased my purchasing of sustainable food and beverage products</td>
<td>9%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Neither increased nor decreased</td>
<td>35%</td>
<td>45%</td>
<td>46%</td>
</tr>
<tr>
<td>I do not know</td>
<td>27%</td>
<td>36%</td>
<td>43% A</td>
</tr>
</tbody>
</table>

A/B/C indicate statistical significance between age groups

Q44. In the past year, how, if at all, have you changed your purchasing of food and beverage products that fit your definition of sustainability?

Q45. Are you willing to pay more for food and beverage products that fit your definition of sustainability?
Moms’ Purchasing of “Sustainable” Foods

- More than one-third of moms are willing to pay more for sustainable food and beverage products.
- Moms are more likely to say they have increased purchasing of sustainable food and beverage products compared to non-moms.

<table>
<thead>
<tr>
<th>Purchase behavior</th>
<th>Mom (A)</th>
<th>Non-Mom (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Willing to pay more for sustainable food and beverage products</td>
<td>35%</td>
<td>24%</td>
</tr>
<tr>
<td>I have increased my purchasing of sustainable food and beverage products</td>
<td>26% B</td>
<td>13%</td>
</tr>
<tr>
<td>I have decreased my purchasing of sustainable food and beverage products</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Neither increased nor decreased</td>
<td>36%</td>
<td>44%</td>
</tr>
<tr>
<td>I do not know</td>
<td>31%</td>
<td>37%</td>
</tr>
</tbody>
</table>

A/B/C indicate statistical significance between age groups

Q44. In the past year, how, if at all, have you changed your purchasing of food and beverage products that fit your definition of sustainability?
Q45. Are you willing to pay more for food and beverage products that fit your definition of sustainability?
### Important Aspects of Sustainability

- The aspects of sustainability most important to Americans are “conserving the natural habitat” and “ensuring an affordable and sufficient food supply.”

- 7 in 10 *or more* of those consumers say there is a role for biotechnology in “ensuring a sufficient food supply” and “producing more food with less use of natural resources.”

<table>
<thead>
<tr>
<th>Most important (total ranked 1st-3rd)</th>
<th>Total 2014 n=1000</th>
<th>Role for Biotechnology (% Yes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Ranked 1st-3rd</td>
<td>Total 2014 n=1000</td>
<td>Role for Biotechnology (% Yes)</td>
</tr>
<tr>
<td>Conserving the natural habitat</td>
<td>47%</td>
<td>68%</td>
</tr>
<tr>
<td>Ensuring an affordable food supply</td>
<td>45%</td>
<td>65%</td>
</tr>
<tr>
<td>Ensuring a sufficient food supply for the growing global population</td>
<td>43%</td>
<td>72%</td>
</tr>
<tr>
<td>Reducing the amount of pesticides used</td>
<td>41%</td>
<td>64%</td>
</tr>
<tr>
<td>Produce more food with less use of natural resources</td>
<td>34%</td>
<td>70%</td>
</tr>
<tr>
<td>Less food and energy waste</td>
<td>28%</td>
<td>50%</td>
</tr>
<tr>
<td>Fewer food miles</td>
<td>20%</td>
<td>55%</td>
</tr>
<tr>
<td>Reduced packaging material</td>
<td>15%</td>
<td>48%</td>
</tr>
<tr>
<td>Recyclable packaging</td>
<td>13%</td>
<td>64%</td>
</tr>
<tr>
<td>Lower carbon footprint</td>
<td>13%</td>
<td>68%</td>
</tr>
</tbody>
</table>

Q47. Please rank the top three aspects of sustainability in order of importance to you.

SUS1. For each aspect of sustainability you selected: Do you think there is a role for biotechnology in …
Trusted Sources of Information
Health professionals are top trusted sources for information about food biotechnology

<table>
<thead>
<tr>
<th>Source</th>
<th>% Ranked 1st – 3rd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health organization</td>
<td>50%</td>
</tr>
<tr>
<td>Government agency</td>
<td>45%</td>
</tr>
<tr>
<td>Health professional</td>
<td>45%</td>
</tr>
</tbody>
</table>

Q19. Which of the following sources, if any, do you or would you trust for information on biotechnology? Rank your top three.
Trusted Sources of Information

- Health organizations, government agencies, and health professionals are highly preferred sources of information regarding food/animal biotechnology and sustainability.

<table>
<thead>
<tr>
<th>Preferred source</th>
<th>Total 2014</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n=1000</td>
<td>n=475*</td>
<td>n=1000</td>
</tr>
<tr>
<td></td>
<td>Food Biotechnology</td>
<td>Animal Biotechnology*</td>
<td>Sustainability</td>
</tr>
<tr>
<td>Health organization</td>
<td>50%</td>
<td>53%</td>
<td>50%</td>
</tr>
<tr>
<td>Government agency</td>
<td>45%</td>
<td>41%</td>
<td>50%</td>
</tr>
<tr>
<td>Health professional</td>
<td>45%</td>
<td>47%</td>
<td>34%</td>
</tr>
<tr>
<td>Farmer</td>
<td>35%</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>Scientist</td>
<td>30%</td>
<td>33%</td>
<td>37%</td>
</tr>
<tr>
<td>Friends/family</td>
<td>22%</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>Nonprofit organization</td>
<td>20%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>Grocery store, drug store, or specialty store</td>
<td>10%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Product manufacturer</td>
<td>10%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Veterinarian</td>
<td>10%</td>
<td>19%</td>
<td>6%</td>
</tr>
<tr>
<td>Journalist</td>
<td>9%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>Blogger</td>
<td>7%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Celebrity</td>
<td>5%</td>
<td>1%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Q19. Which of the following sources, if any, do you or would you trust for information on biotechnology? Rank your top three.
AB1. From whom would you want to receive additional information about animal Biotechnology? Rank your top three
Q48. Which of the following sources, if any, do you or would you trust for information on sustainability in food production? Rank your top three.

*For animal biotechnology, those that are “not favorable” toward animal biotechnology because they do not eat meat or dairy products (Q33) are excluded.
Now Available on FoodInsight.org

> The IFIC 2014 “Consumer Perceptions of Food Technology Survey” Executive Summary, Topline Summary, and Webcast Slides are now available at:

IFIC Food Technology Survey Infographics

Moms & Importance of Sustainability

Food Biotechnology

Modern Agriculture

Visit the Food Technology Survey Webpage on www.foodinsight.org!
Additional Resources

> **Food Biotechnology: A Communicator’s Guide to Improving Understanding**
  
  • Available at [www.foodinsight.org/foodbioguide.aspx](http://www.foodinsight.org/foodbioguide.aspx)

> **Physicians Offer Expert Advice on Food Biotechnology (Videos)**
  
  • Available at [http://www.foodinsight.org/media/food-biotechnology-videos](http://www.foodinsight.org/media/food-biotechnology-videos)
For more information, visit

www.foodinsight.org

Contact Information:
International Food Information Council
1100 Connecticut Avenue, NW, Suite 430
Washington, DC 20036
(202) 296-6540
foodinfo@ific.org

Follow us on social media:

> Twitter: @FoodInsight @AlliancetoFeed
> Facebook: Food Insight
> Pinterest: FoodInsight.org
> LinkedIn: International Food Information Council Foundation