

SESSION I: SETTING THE SCENE



*Strategies to meet consumer demand
for certified non-GMO food
on a long-term basis*

Florian Faber
ARGE Gentechnik-frei



Key drivers for Non-GMO?



**Strategies to meet
consumer demand for
certified Non-GMO**



**Food on a long-term
basis**

Florian Faber, ARGE Gentechnik-frei



- **First Non-GMO labeling system globally (since 1997)**
- **International pioneer (standard, certification, products)**
- **More than 6.500 products on the market**
- **Dairy products, eggs, poultry: in Austria 100% Non-GMO**
- **Most leading brands & producers part of ARGE Gentechnik-frei**
- **95% of retail = key driver of Non-GMO production**
- **Non-GMO turned into key Austrian quality standard**
- **Significant export potential for agriculture & food/feed producers**
- **High awareness and credibility of Non-GMO label**



Key Drivers for Non-GMO Labelling



European consumers clearly reject GMOs in their food

- 70% of all Germans want a **ban for GMOs** in agriculture; 84% call for **labelling** of food produced from animals fed with GMOs (Naturbewusstseinsstudie 2021; Germany)
- 83% of all Austrians see Non-GMO production and labelling as a **major buying motive** for their food products (marketagent, 2022)
- 86% of all Europeans believe that food from GMO crops needs to be **labelled accordingly** (pan-European market research, The Greens/EFA 2021)
- **GMOs rank top in food concerns** among global shoppers: #5 (48%); after pesticides (58%, contaminations (58%), irradiation (49%), food preservatives (49%) (Health Focus International; global research 2015, covering 18 countries + 3 continents)
- Consumers asked about their expectations for **sustainable food products**: eco-friendly, Non-GMO, without pesticides, regional (pan European research BEUC, 2020)

Key Drivers for Non-GMO Labelling



Retail as a strong driver for Non-GMO labelling

- **Retail** has been and is significantly pushing non-GMO labelling
 - retail **own brands** are by far largest segment of Non-GMO products
 - widespread Non-GMO commitments of major European retailers
 - no food products on European market requiring GMO label
- Non-GMO labelling with manifold **benefits** for **retailers & producers**:
 - Allows to comply with the clear Non-GMO expectations of consumers
→ providing “freedom of choice” and transparency on production
 - 66% of Germans: labels provide trust; important quality indicator (Gütesiegel Monitor 2023)
 - business opportunities
 - Non-GMO as essential part of sustainability policies

Key Drivers for Non-GMO Labelling

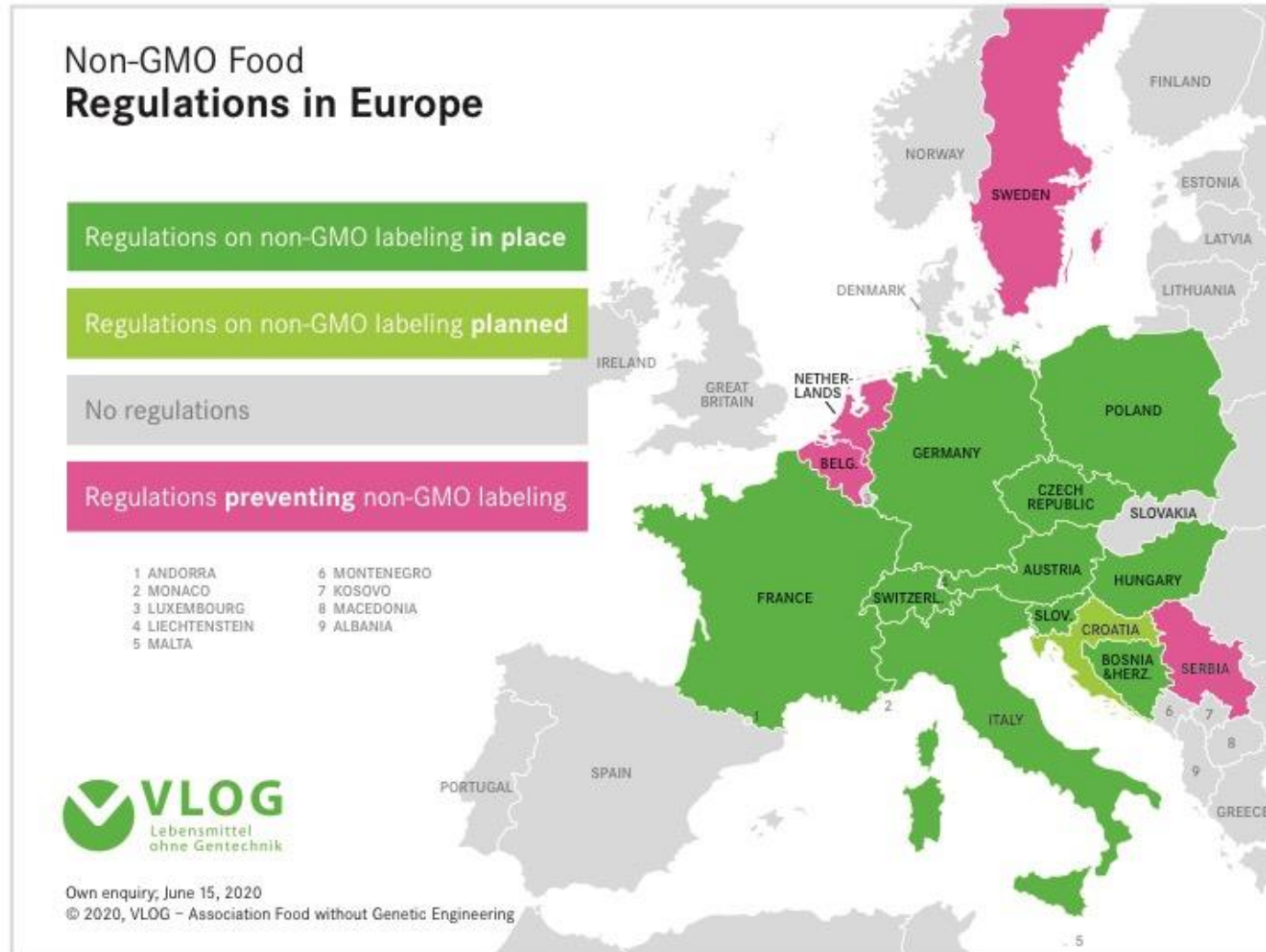


Quality factor & growing market

- Non-GMO as **quality driver** – establishing systematic certification and monitoring throughout full value chain in the conventional sector
- One of the **fastest growing** quality segments in Europe
- Commitment of German retailers for **increased animal welfare** until 2030: non-GMO feed = integral part of highest animal welfare categories!
- **High credibility** of non-GMO labels with consumers
 - Austria: no. 2 of all labels; after Fairtrade label (81,1% = high credibility)
 - Germany: no. 3 of all labels, after vegan labels (67% = high trust)



Dynamic Expansion Across Europe



- **Hungary:** since Jan. 2017
 - **Czechia:** since 2017
 - **Poland:** since Jan. 2020
 - **Switzerland:** since July 2020
 - **France:** new standard for dairy feed since 2020
- Status map: June 2020

Some of the Key Upcoming Challenges



- Need for **harmonization of Non-GMO standards**
 - all Non-GMO labelling standards currently **on national level** only
 - **benchmark standard** established by Vienna Non-GMO Labelling Conference in 2016: certification of complete feed and food chain, production- and not product-specific, external certification
- Safeguard long-term **availability of sustainable Non-GMO soy** in appropriate quality, with fair prices along the full value chain
- Safeguard long-term availability of **additives in Non-GMO quality** (e.g. vitamins, enzymes, lecithin, yeast, ...)
- And of course: intention of EU Commission to deregulate EU GMO-laws for **new genomic techniques**

Thank you for your attention!



Florian Faber
ARGE Gentechnik-frei
1010 Vienna, Wiesingerstrasse 6/10a
Tel: +43-43-664-3819502
Mail: f.faber@gentechnikfrei.at

