

LABELLING BY THE NUMBERS

A decade of polling consistently shows that an overwhelming majority of Canadians want mandatory labelling of genetically engineered (GE) foods.

- 83% of Canadians are in favour of mandatory labelling of GE foods. 87% of Quebecers are in favour of mandatory labelling.
Leger Marketing (for Greenpeace, Option consommateurs, and l'Union des consommateurs), April 2004

88% of Canadians believe that a label for GE foods should be made mandatory by the Canadian government.

Decima (for the Consumers Association of Canada, October 2003)

- 75% of Canadians want genetically modified foods labelled.
University of Alberta, December 2002
- 84% of Canadians want labels on genetically modified foods. 55% would be willing to pay at least 10% more to get them.
Earnscliffe (for the Canadian Biotechnology Secretariat), June 2002
- 95% strongly or generally favour Bill C-287, a mandatory labelling bill in parliament at the time the poll was conducted. 87% favour mandatory labelling. Only 12% are in favour of a voluntary approach.
Decima (for Greenpeace Canada), September 2001
- 87% of Canadians want all genetically modified foods labelled.
Ipsos-Reid (for the Task Force on Foods from Biotechnology, which represents members of the agriculture and food industries), September 2001
- 83% of Quebec farmers are in favour of mandatory labelling of GE food.
Groupe Everest (for La Presse & La Banque Nationale), May 2001
- More than 90% of Canadians want GE foods labelled. The main concern is food safety.
Unilever (private poll reported in The Western Producer), October 2000

- 94% of Canadians believe GE foods should be labelled as such.
Omnitel (for the Canadian Health Food Association), August 2000
- 93% of Canadians believe that the government should demand that food companies voluntarily label GE products so they can make informed choices.
Pollara & Earnscliffe, January 2000
- 95% of Canadians familiar with GE foods want them labelled as such.
Environics (for the Council of Canadians), January 2000
- 66% of Ontarians and Quebecers would be willing to pay more to have the GE content of food identified on product labels.
Angus Reid (for Ontario Agri-Food Technologies Inc), December 1999

95% of Canadians believe they should have the right to know whether their food has been genetically engineered.

Decima (for Greenpeace Canada), September 2001

- 97% of Montrealers think that GE food should be labelled.
SOM (for The Gazette, Montreal), December 1999
- 81% of Canadians disagree with the statement that special labelling of GE foods is not necessary.
Environics, September 1999
- 92% of Manitobans believe GE food should be labeled.
Prairie Research Associates, June 1999
- 95% of Canadians want the label to say if the food was genetically engineered.
Optima, November 1994

83% of Canadians believe the Canadian government should put a moratorium on any further releases of genetically modified crops until more health and environmental safety issues have been addressed.

Ipsos-Reid (for the Council of Canadians), May 2004

- 73% of Canadians believe manufacturers should remove genetically engineered ingredients from their baby foods.
Decima (for Greenpeace Canada), April 2003
- 51% of consumers see genetically modified products as unacceptable.
Ipsos-Reid (for the Task Force on Foods from Biotechnology, which represents members of the agriculture and food industries), September 2001
- 63% of Canadians would be less likely to buy genetically modified products.
Ipsos-Reid (for The Globe and Mail and CTV), August 2001
- From summer 1999 to summer 2000, public rejection of genetic engineering rose from 50% to 60%, a 20% increase.
Unilever (private poll reported in The Western Producer), October 2000
- Close to 60% of Canadians believe that GMOs pose a risk to the Canadian food supply.
Omnitel (for the Canadian Health Food Association), August 2000
- In 2000, 59% of Canadians held negative views of GE food, up from 45% in 1998, a 31% increase. 24% say there are no benefits vs. 9% who think there are no risks.
Angus Reid, June 2000
- Of Canadians familiar with the issue of GE food: 75% worry about the safety of GE foods. 94% feel Canada should be able to refuse to import GE foods if there are concerns about health or environmental safety. 56% are not confident in the government's ability to protect their health and safety when it comes to GE foods. 95% want consumers to be able to buy non-GE foods and 71% would be willing to pay more to get them.
EnviroNics (for the Council of Canadians), January 2000

- 68% of Canadians would be less likely to buy GE foods. Only 4% would be more likely to buy them.
Angus Reid, January 2000
- 65% of Montrealers wouldn't buy GE foods. 53% think they should be banned.
SOM (for The Gazette, Montreal), December 1999

Only 28% of Canadians believe their government probably does an effective job of regulating biotech products.

Earnscliffe & Pollara, March 2003

- From 1995-1999, people who felt that genetically modified organisms (GMOs) were not properly regulated rose from 31% to 41%, a 32% increase. 24% strongly disagree that GE foods will be good for society in the long term vs. 10% who strongly agree. 80% of Canadians look at labels for their information. 50% of Canadians want GE imports banned.
EnviroNics, September 1999
- 43% of Canadians would pay more for non-biotech food.
Optima, November 1994

AWARENESS OF GMOS IS GROWING

- From the summer of 1999 to the summer of 2000, public awareness of genetic engineering rose from 40% to 70%, a 75% increase.
Unilever (private poll reported in the Western Producer), October 2000
- In 2000, 79% of Canadians had heard, or knew a lot about the issue of genetic engineering compared to 62% in 1998. The number who didn't know about the issue at all fell from 39% to 21%, a 46% decline.
Angus Reid, January 2000
- From July 1999 to February 2000, the number of people who had "discussed biotech in the last 3 months" rose from 51% to 72%, a 41% increase.
EnviroNics, National, 1999 and 2000