

Is Europe ready for a GMO-free label?

An outline of the **ability** of the European market to accept a “**GMO-free**” label



European Parliament

GMO-free Regions

Third Conference

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Personal Background

- Jochen Koester, **TraceConsult**:
 - Consultancy for practical implementation of ethical approaches in food and feed
 - Brazilian, U.S. & Indian soy industry, Non-GMO certification, traceability and IP systems, PCR analysis ... EU & national laws
- Detailed knowledge of raw material flow from grower to European retail level



Is Europe ready for a GMO-free label?

- **“Ready”** in what way? **What** – or **who** – must be “ready”?
- **Consumers: Resolved** to want GMO-free food?
 - In their vast majority: **YES**
- **Industry: Prepared to provide** it?
 - **Enough are open** to make it worth the effort
- **Politics: Willing** and coherent enough to allow it?
 - A growing number: **Yes – but enough?**
- **All three** sectors must be positive and **interact** – otherwise: no go!

Interdependence of sectors

- To be ready, **politics** – more must understand
 - Practical feasibility for industry
 - Strong resolve by consumers (= voters)
- To be ready, **industry** – more must wake up to responsibilities
 - Commanding supply stream exactly what to do
 - Take initiative and implement change
- **Private consumers** – **ARE** ready
 - Just have to repeat their message again and again

Focus on Politics:

- **EU:** Close the **gap in mandatory GMO labeling** by including animal products
- **Member States:** Create more **GMO-free claims** labeling schemes
- **Harmonization** of different national schemes
- **Ideal solution:** Create **EU-wide GMO-free claims** regulation
- **Why ideal?** –
 - Because it would **accomplish what consumers want**
 - It would put them in the role of the **responsible citizens** they already are!



What would give European “readiness” the final kick?

- **Instilling visions and inspiration in the heads of the players**
 - **Industry and politics need the vision of GMO-free feasibility**
 - **Mental inertia is still widespread**
 - **Consumers need the **vision** that it is **worth insisting** on GMO-free food**
 - **Consumer confidence is appropriate!**

Signs of positive trends

- Trend for **GMO-free industry** to band together by **forming associations**
 - Will allow companies to have their **interests represented in EU and nationally**
 - Will **provide operators** with platform to **discuss and implement harmonization** (common market!)
- **AgroTrace** and many other operators present here offer proof of feasibility – max. 0.1%!
- Go home and **urge people to play their part** in the big equation!



Thank you for your attention

It is all so simple ...

Just do it!

For further Information ...

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