

Attitudes on Food Technology and Global Sustainability

A Presentation to IAMA

June 22, 2010

Methodology

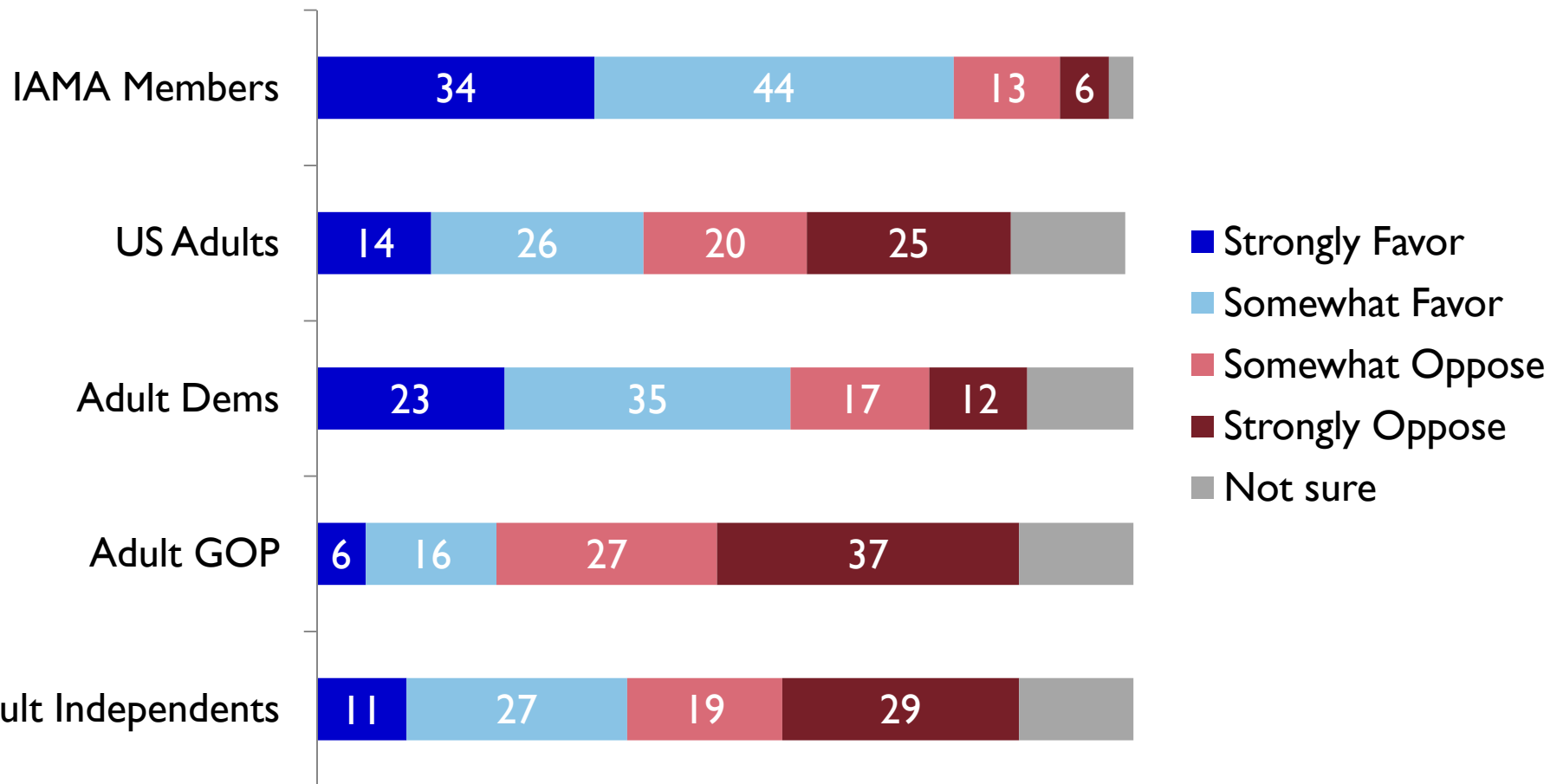
| Sample | Sample Size | Margin of Error | Start Date | End Date |
|--------------|-------------|-----------------|------------|----------|
| U.S Adults | 2,100 | +/- 2.2% | 5/28/10 | 6/1/10 |
| IAMA Members | 306 | +/- 5.7% | 5/28/10 | 6/15/10 |

U.S. adults were surveyed from Zogby International's online panel, which is representative of the adult population of the U.S. Slight weights were added to region, party, age, race, religion, gender, education to more accurately reflect the population.

All subgroups (Adult Democrats, Adults 18-29, etc) are subgroups of the sample of U.S. adults. Margins of error are higher in subgroups.

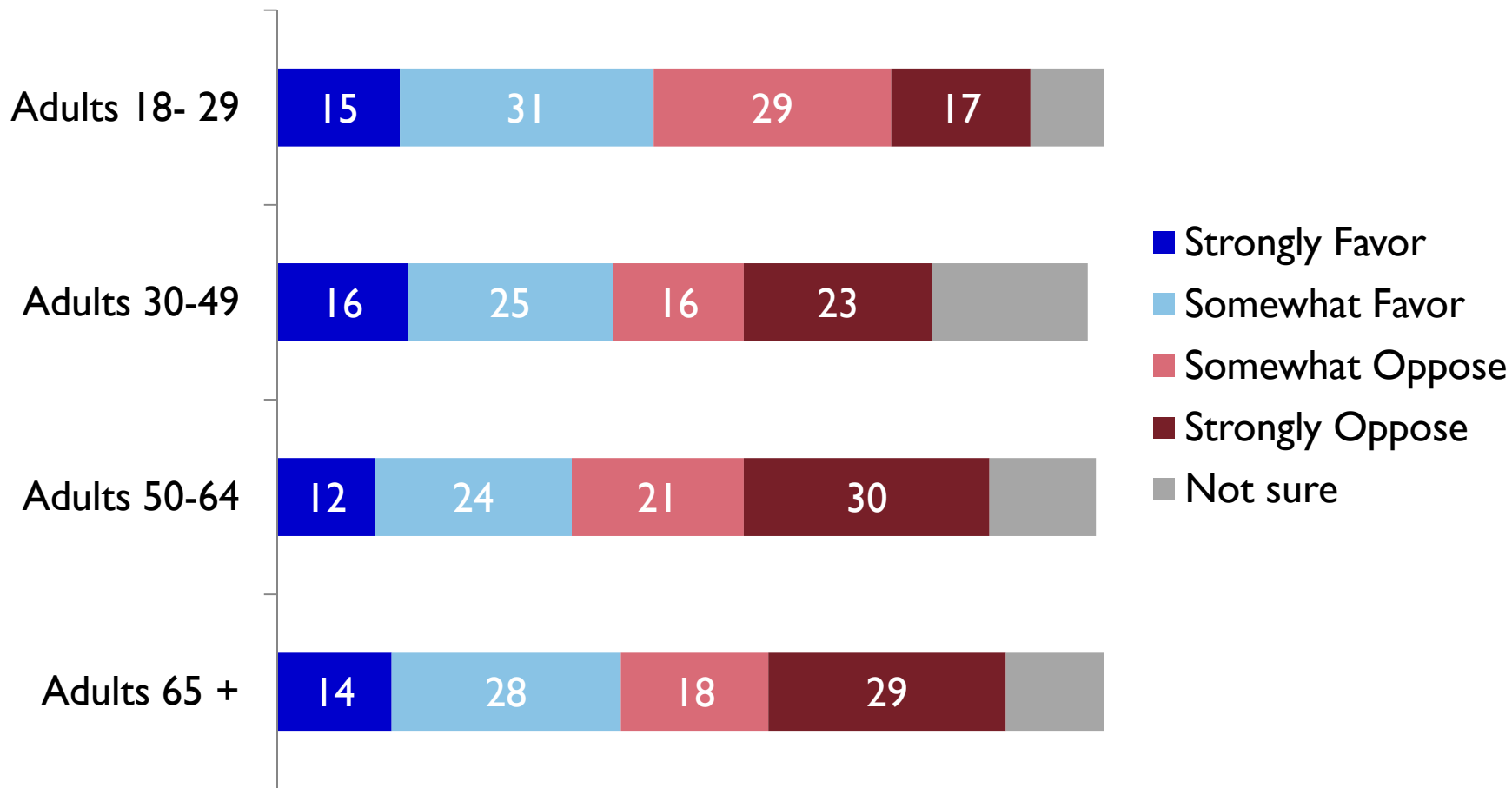
IAMA members were surveyed from the IAMA member directory. All members were sent an email invitation and reminder email for the survey.

Majority of IAMA members favor use of biotechnology



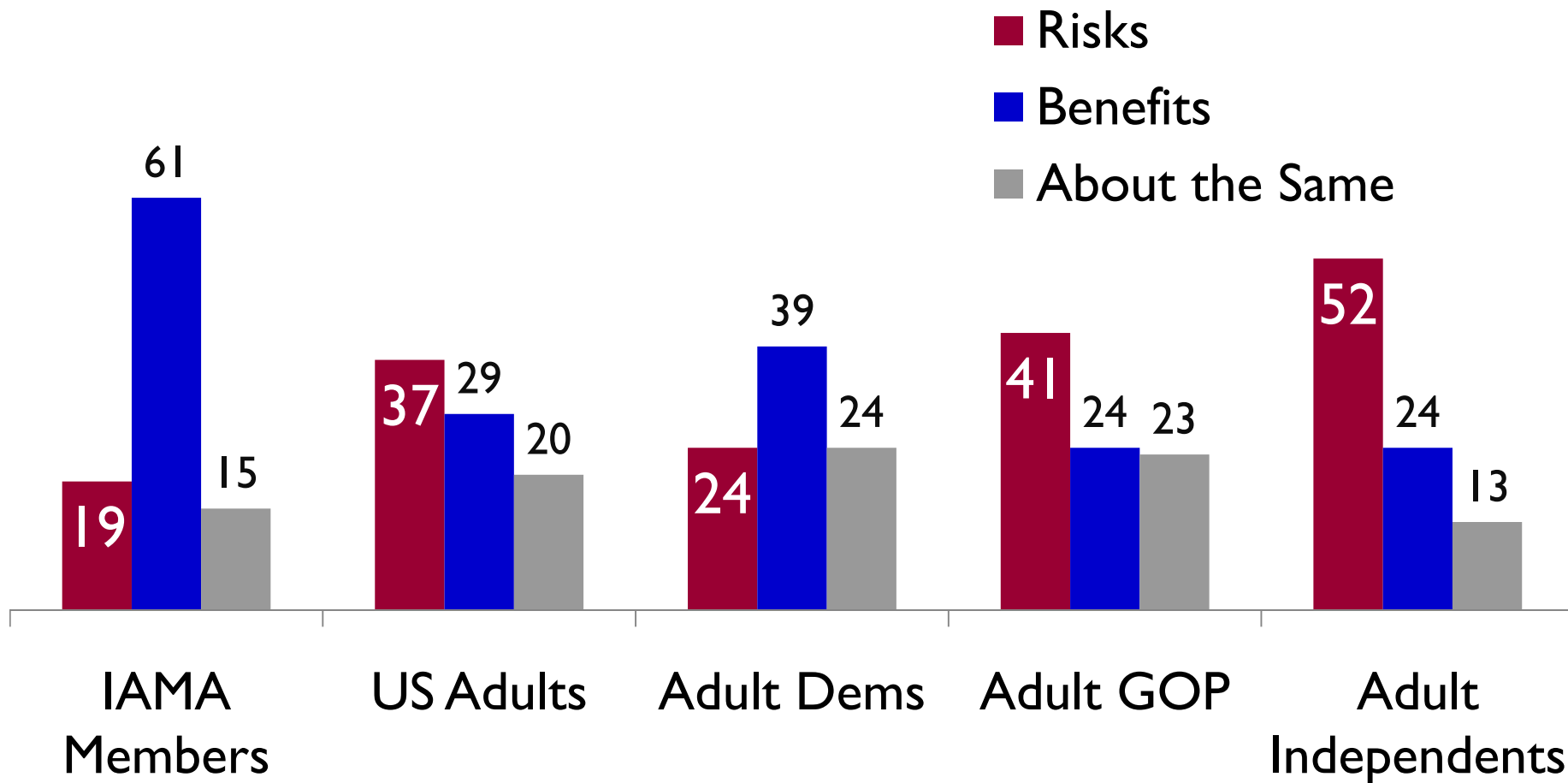
Q1. Scientists, through the use of biotechnology (also known as genetic modification), can move genes from one species or organism and put them into another. This includes not only moving genes from one animal to another, but also between plants and animals. Thinking about your own religious views or about ethics and morality in general, how do you feel about man's use of this technology?

Younger adults more likely to favor biotechnology



Q1. Scientists, through the use of biotechnology (also known as genetic modification), can move genes from one species or organism and put them into another. This includes not only moving genes from one animal to another, but also between plants and animals. Thinking about your own religious views or about ethics and morality in general, how do you feel about man's use of this technology?

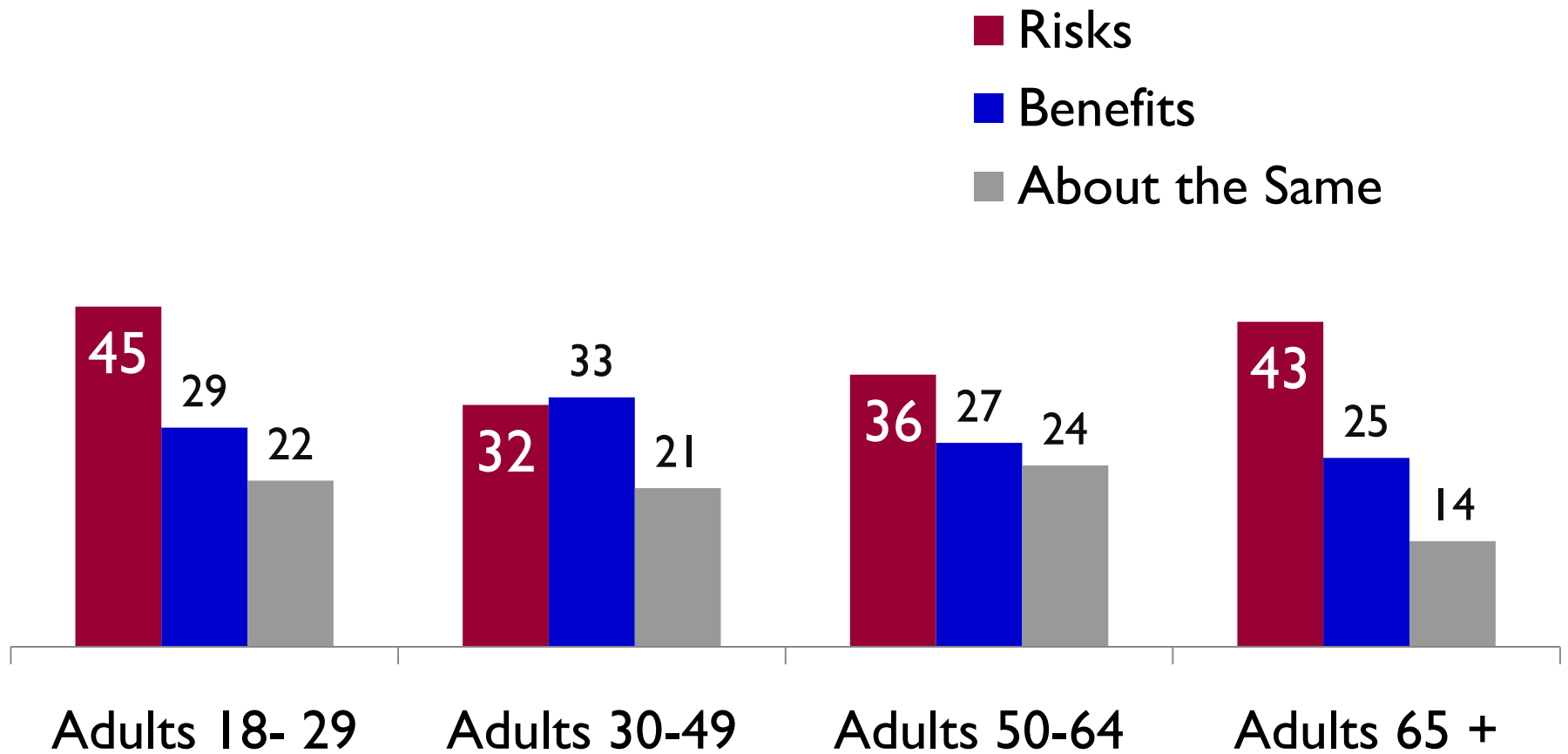
When genetic modification is mentioned, IAMA members most likely to believe benefits of biotechnology outweigh risks



**Question 2 asked of half of sample (Question 3 asked of other half)*

Q2. Overall, which do you feel is greater – the environmental risks or environmental benefits of using biotechnology to genetically modify plants, animals, fish, or trees?

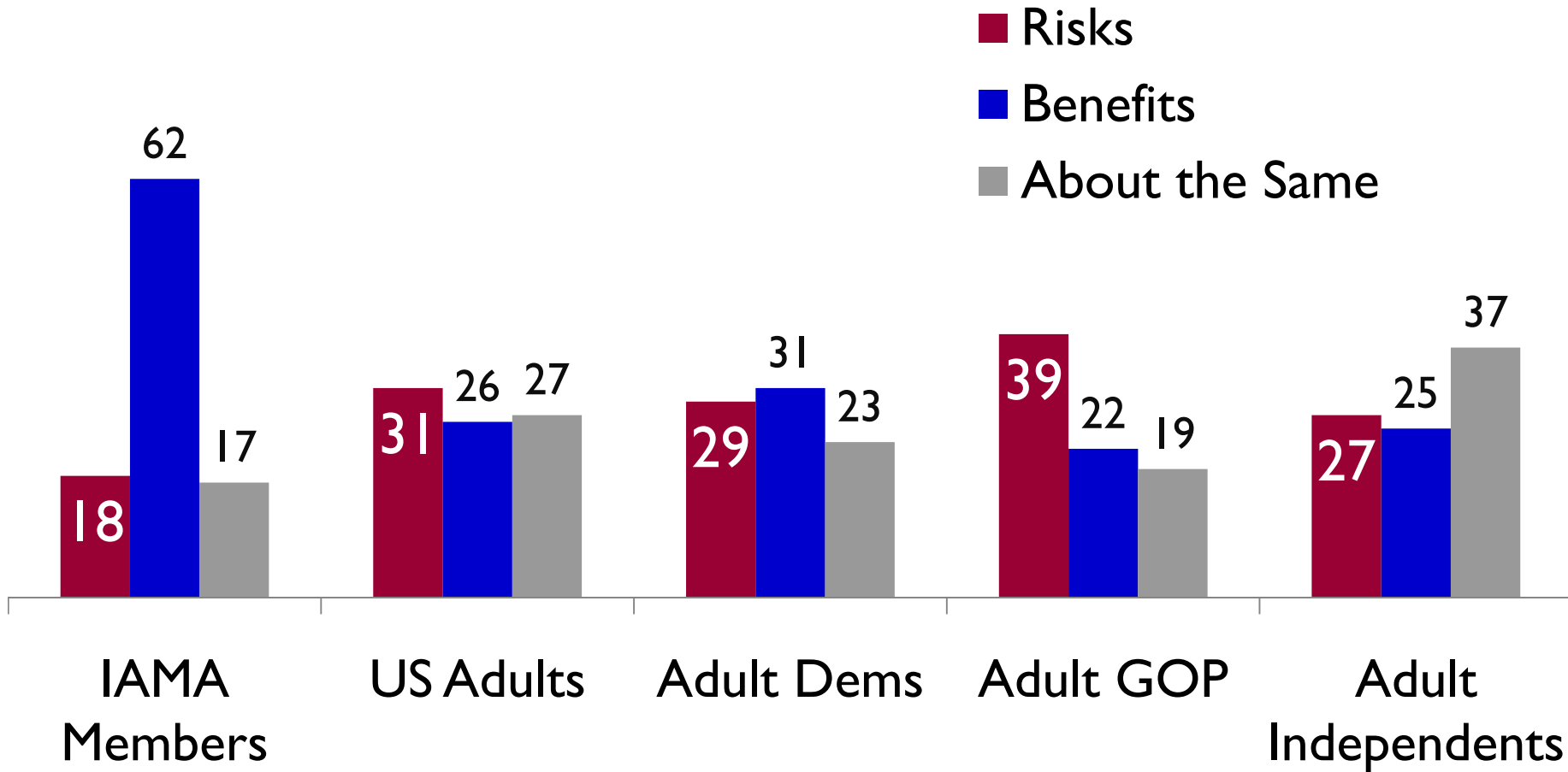
When genetic modification is mentioned, both younger and older adults believe biotechnology risks outweigh benefits



* Question 2 asked of half of sample (Question 3 asked of other half)

Q2. Overall, which do you feel is greater – the environmental risks or environmental benefits of using biotechnology to genetically modify plants, animals, fish, or trees?

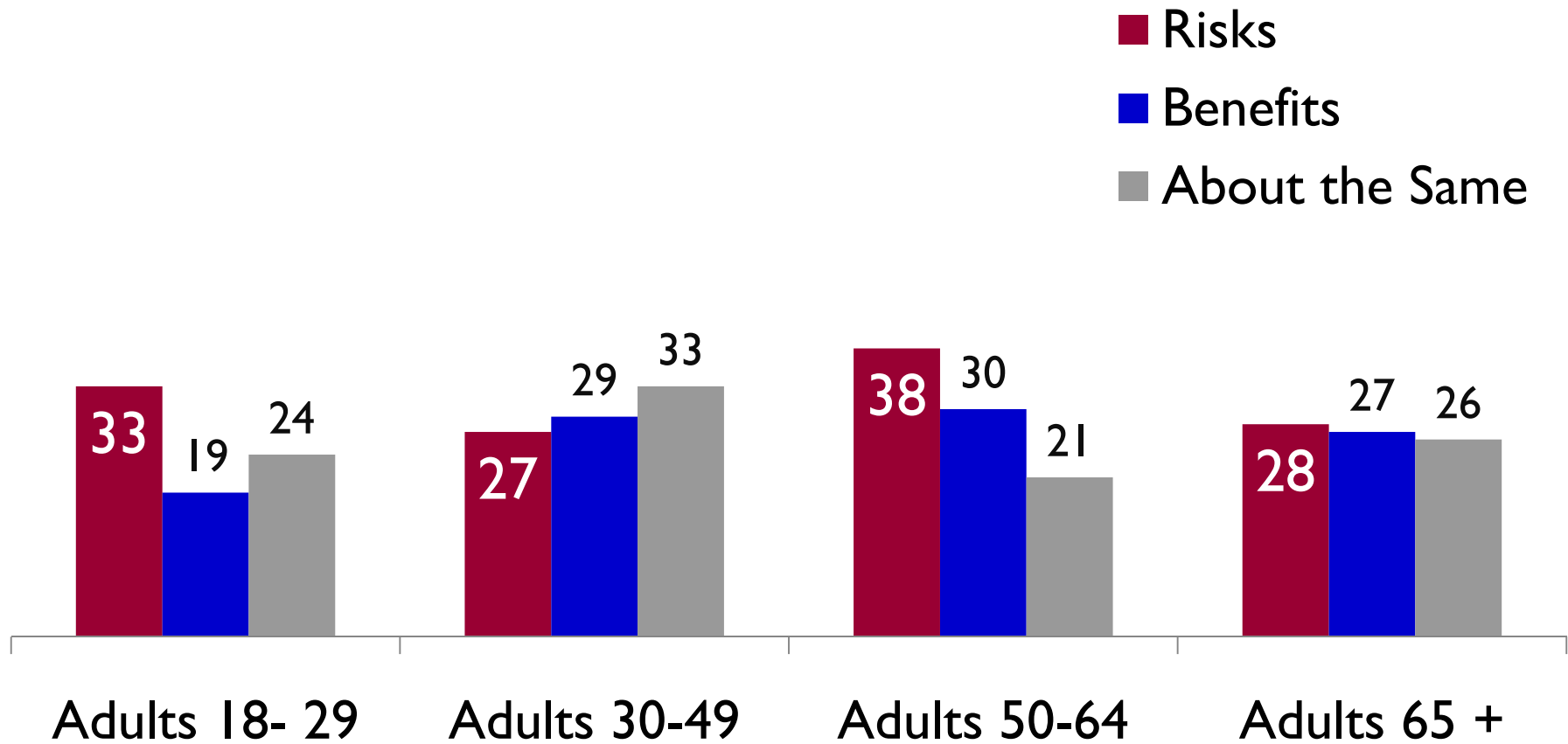
When genetic modification is **not** mentioned, IAMA members still most likely to believe benefits of biotechnology outweigh risks



* Question 3 asked of half of sample (Question 2 asked of other half)

Q3. Overall, which do you feel is greater – the environmental risks or environmental benefits of biotechnology?

When genetic modification is **not** mentioned, younger adults still believe biotechnology risks outweigh benefits



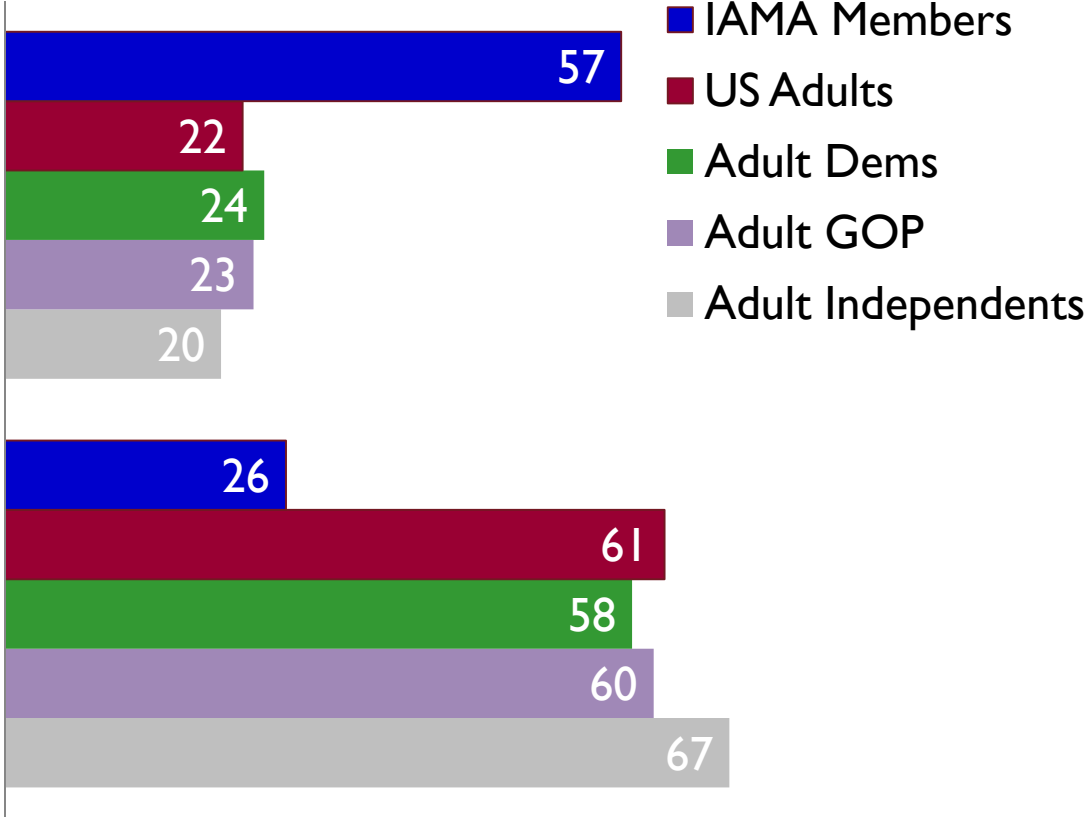
* Question 3 asked of half of sample (Question 2 asked of other half)

Q3. Overall, which do you feel is greater – the environmental risks or environmental benefits of biotechnology?

IAMA members are only group to believe GMOs are safe

Genetically Modified food, or GMOs, are safe and pose no risk to the health and safety of people. GMOs are one of the best ways to provide low cost, plentiful, and nutritious food to the world.

Scientists do not know if genetically modified food poses a danger to humans. There is potential for great harm and until we know for sure whether or not GMOs are harmful to humans, they should not be allowed to be used in food products.

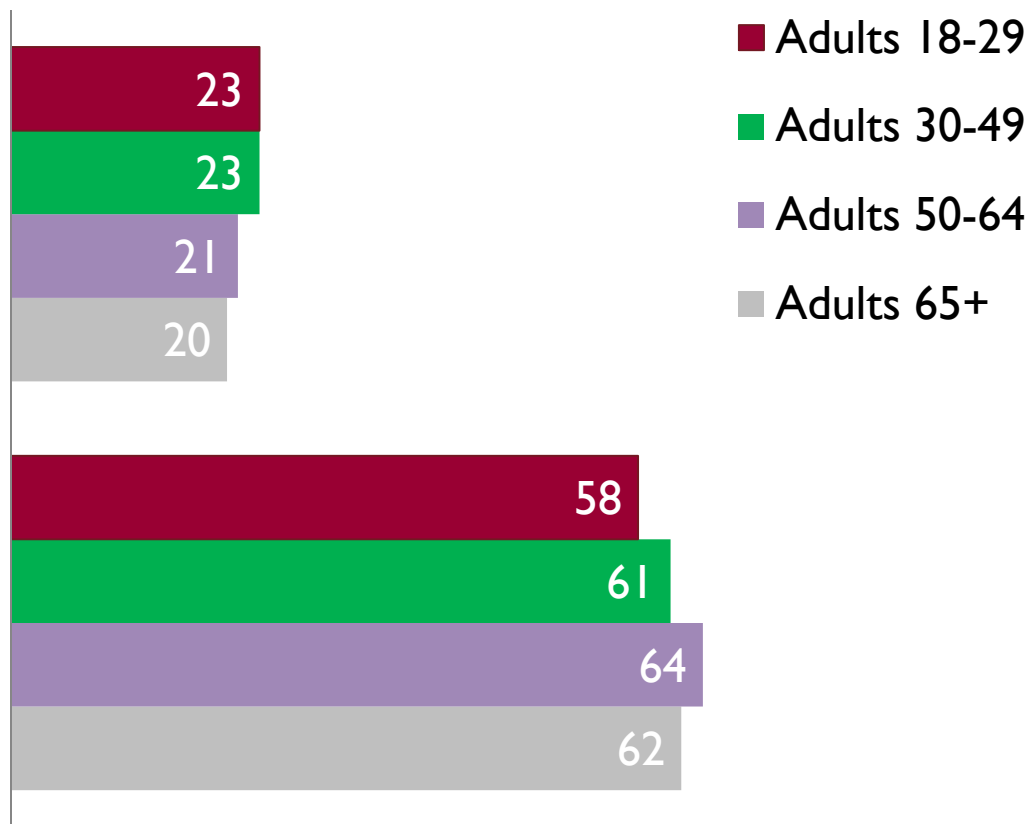


Q4. Which of the following statements comes closer to your point of view?

Majorities of all age groups believe GMOs unsafe

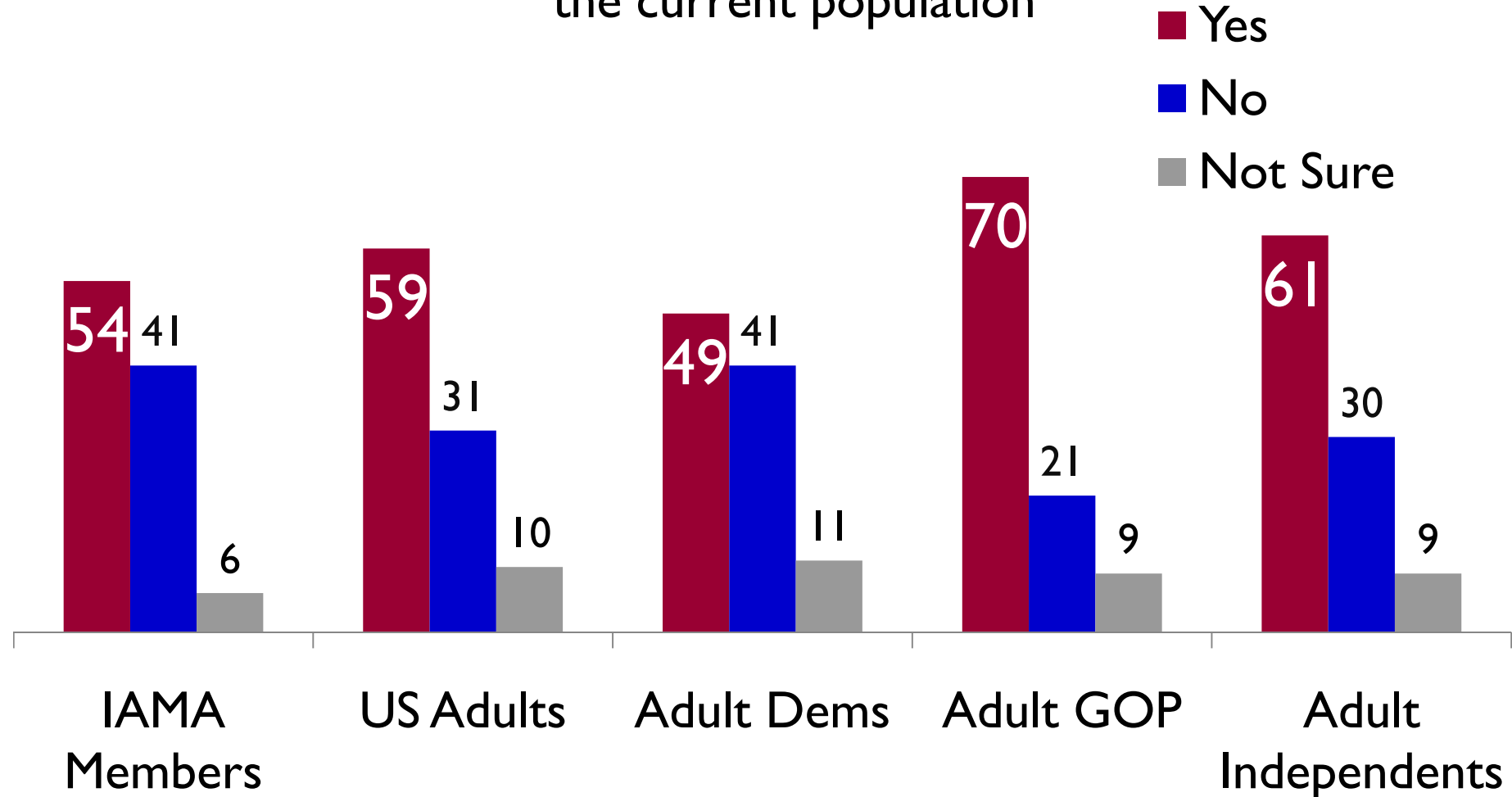
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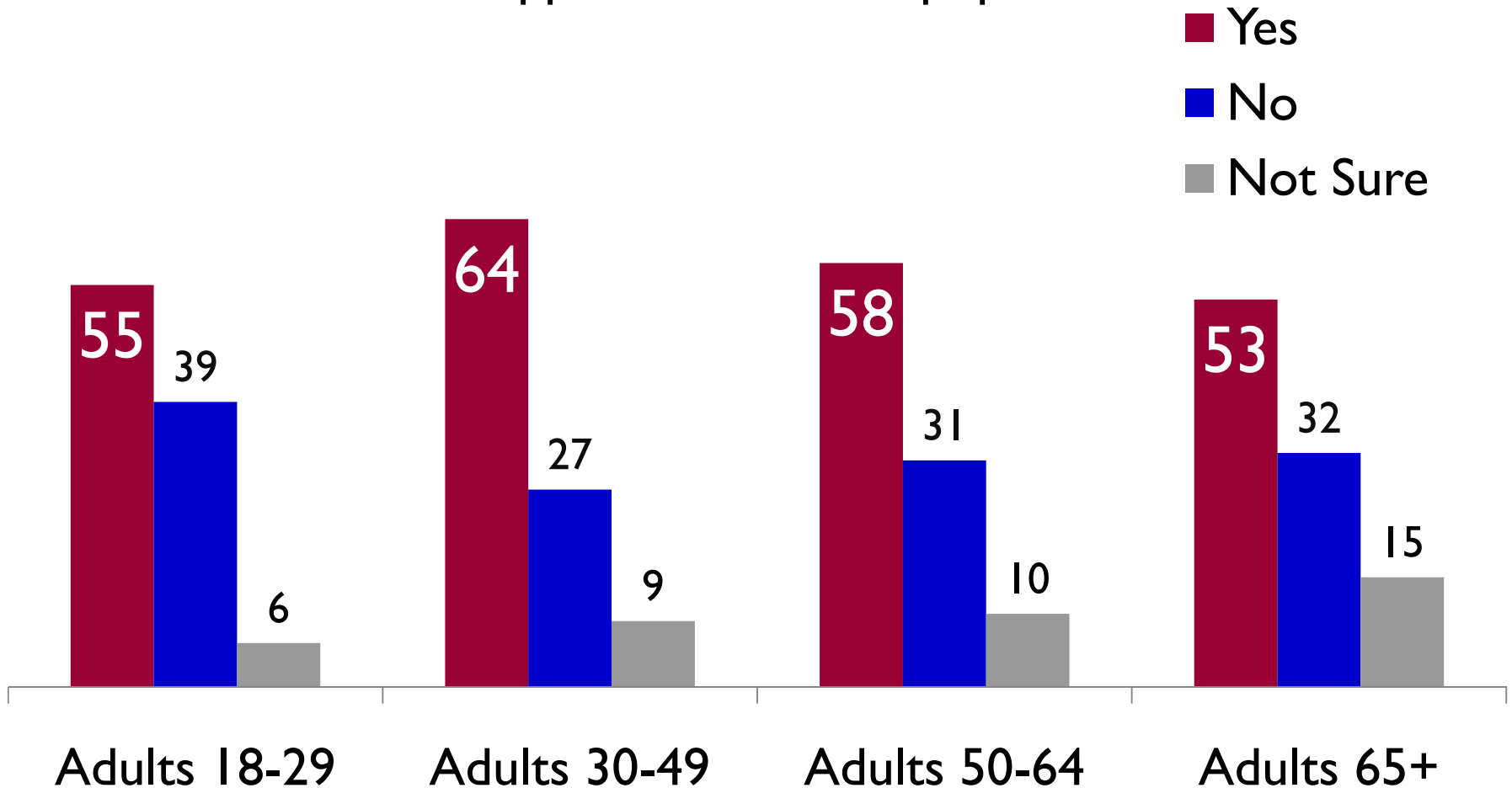
Q4. Which of the following statements comes closer to your point of view?

Majorities of most groups believe sufficient food is produced to support the current population



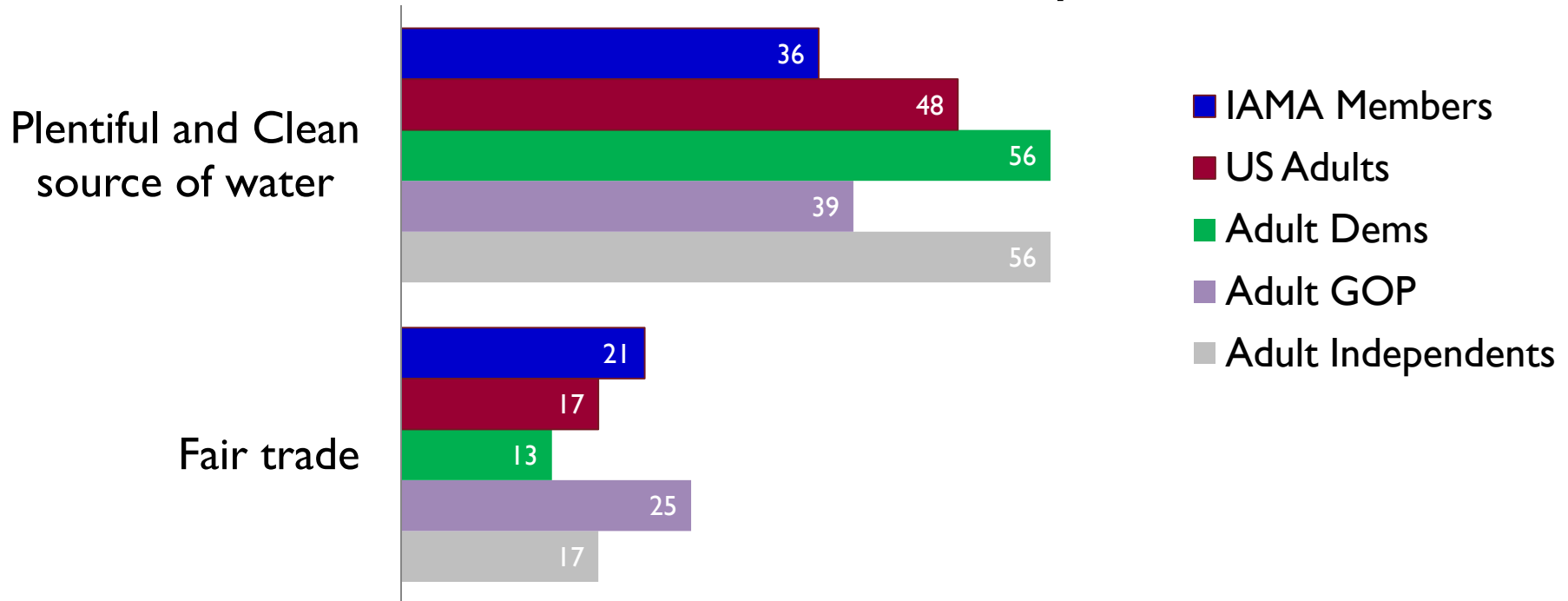
Q5. Do you believe that sufficient food is produced to support the current population on the planet?

Majorities of all age groups believe sufficient food is produced to support the current population



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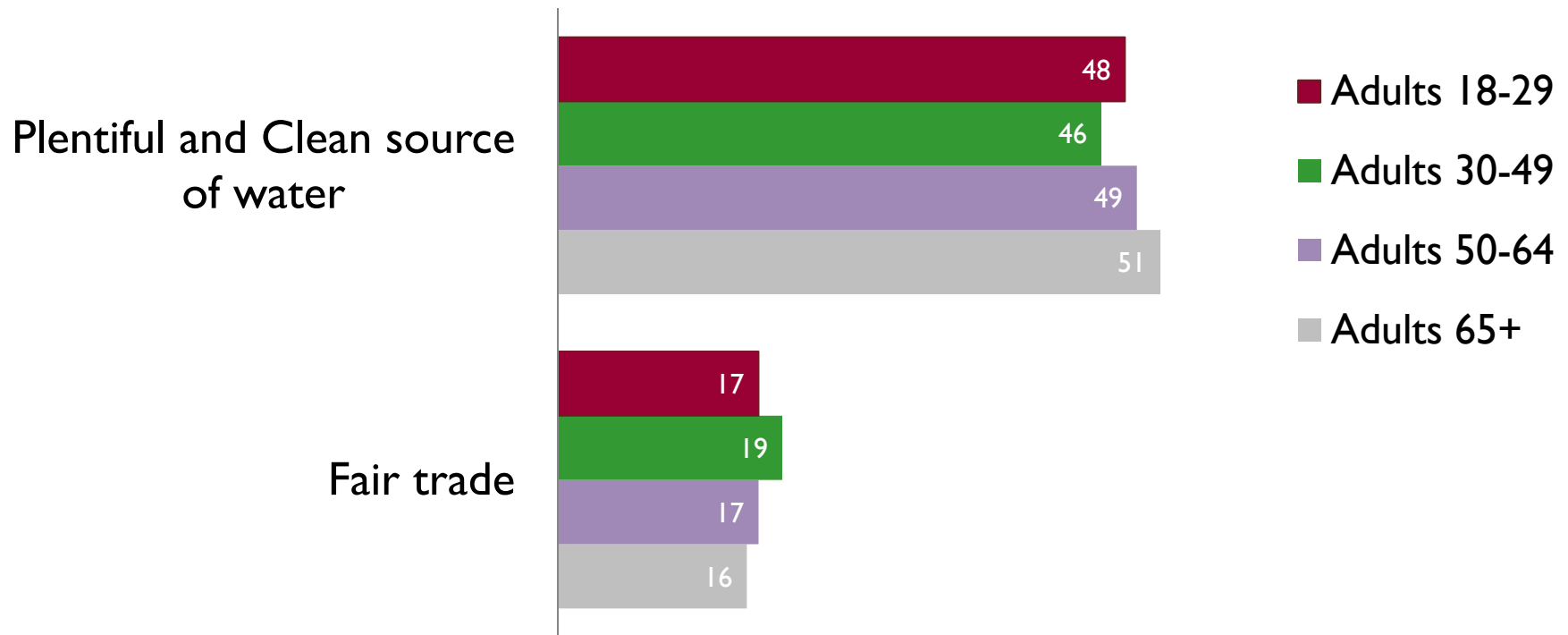
Water, fair trade seen as important factors in providing sustainable conditions for food production.



**Receiving <5% of the vote: low cost/free seeds for farmers, clearing land for crops, clearing land for livestock, and large scale animal farming.*

Q6. Which of the following do you think is the most important factor in providing sustainable conditions for food production?

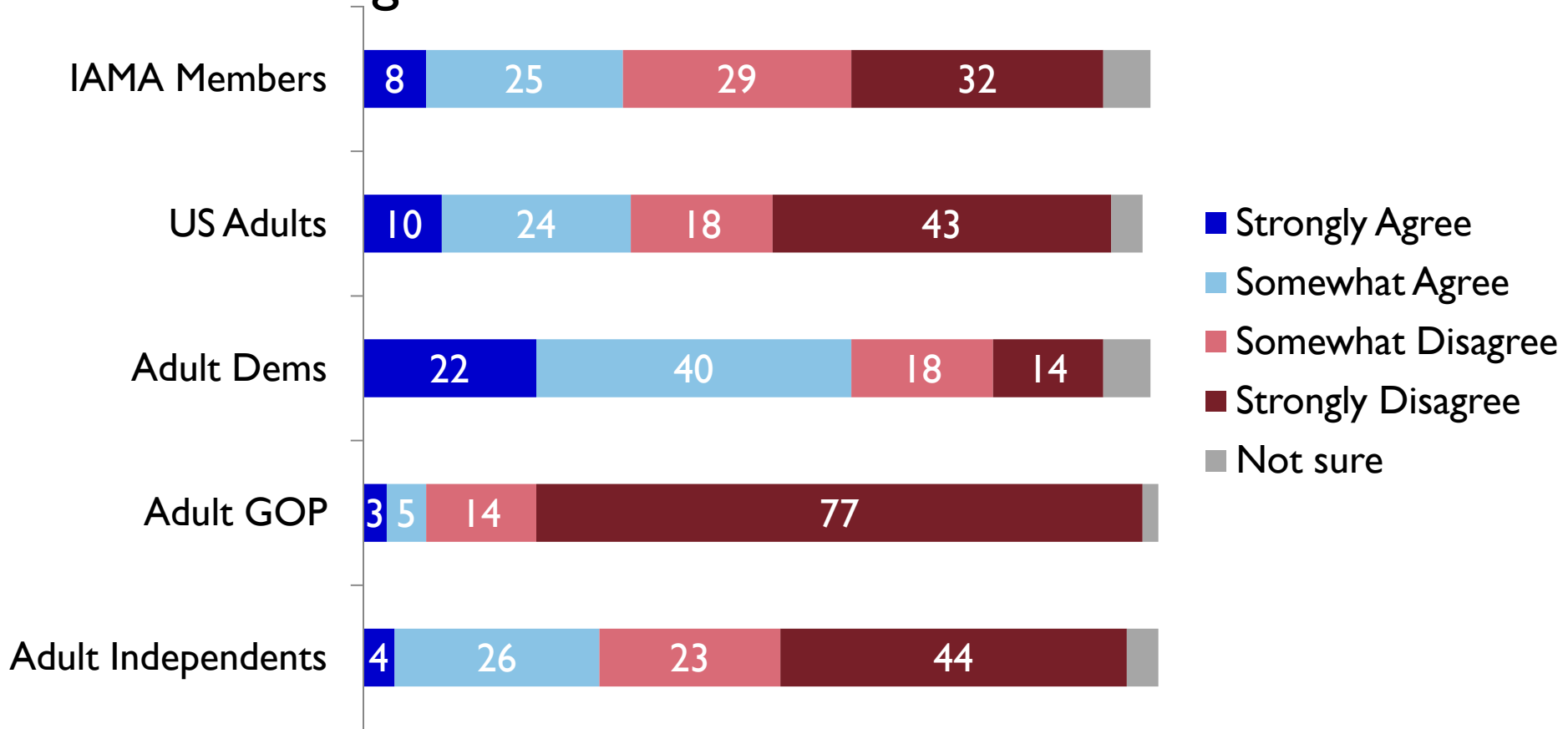
All age groups see water, fair trade as important factors in providing sustainable conditions for food production.



* Receiving <5% of the vote: low cost/free seeds for farmers, clearing land for crops, clearing land for livestock, and large scale animal farming.

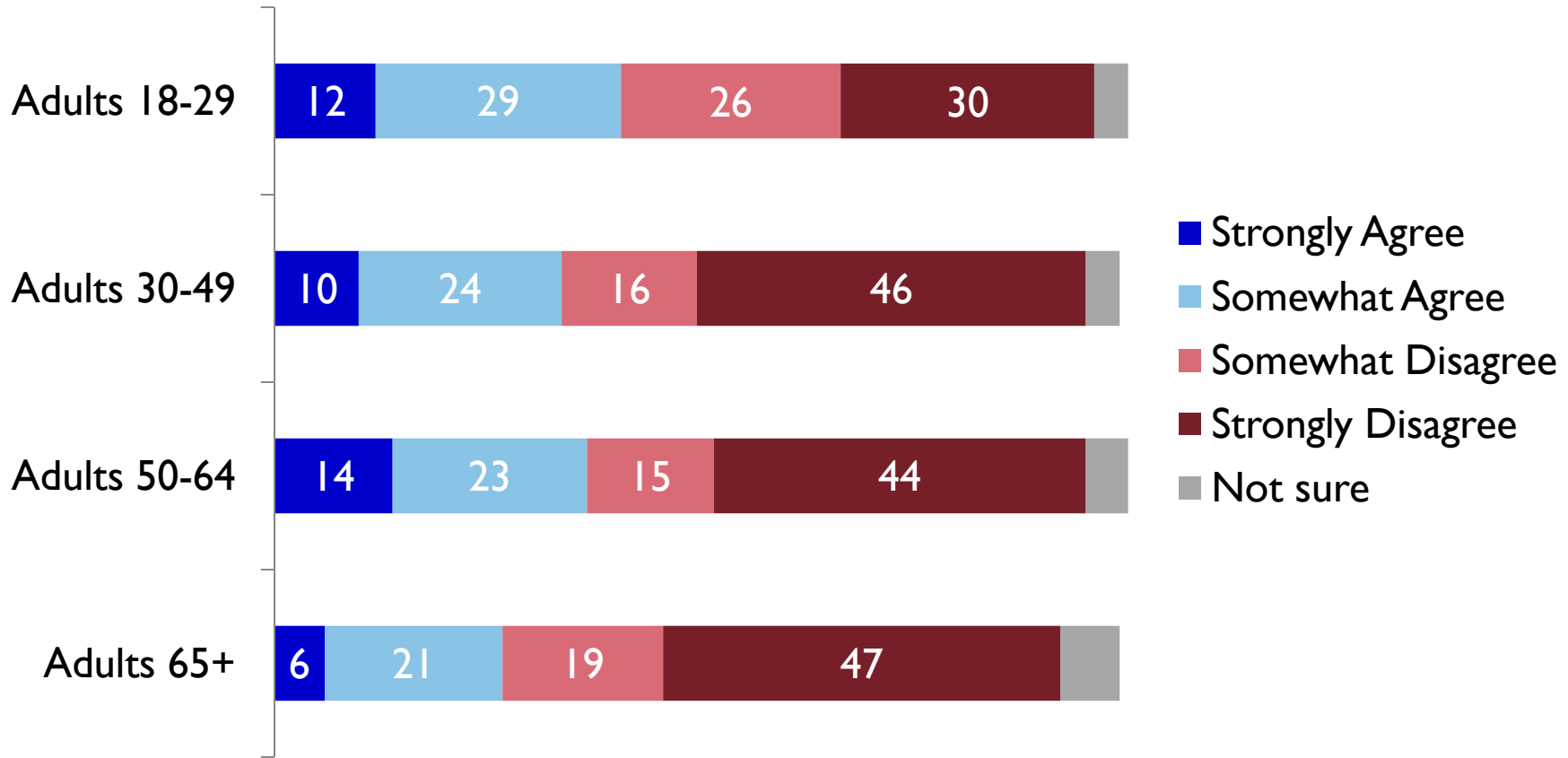
Q6. Which of the following do you think is the most important factor in providing sustainable conditions for food production?

Majority of IAMA members and adults disagree that climate change leads to malnutrition or starvation



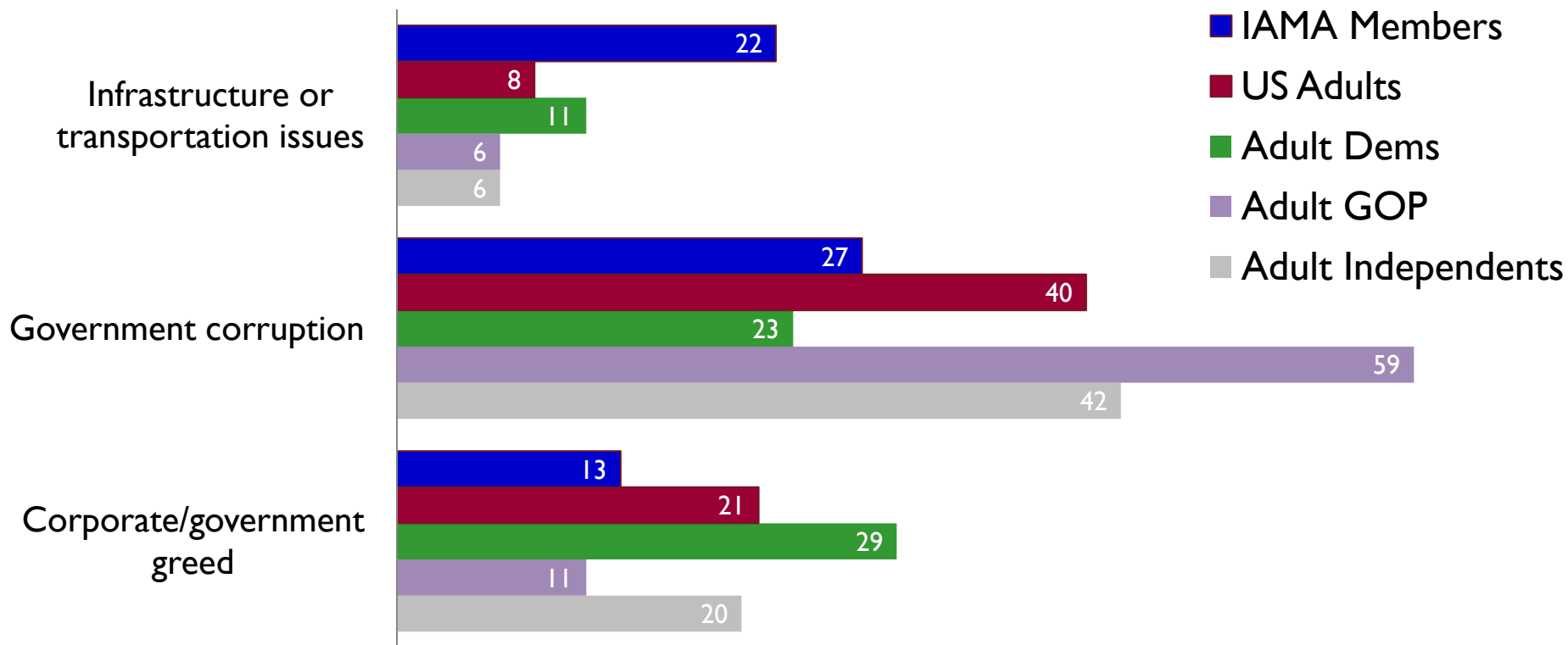
Q7. Please tell me if you agree or disagree with the following statement: Climate change is a major factor leading to malnutrition or starvation in the world?

Majority of all age groups disagree that climate change leads to malnutrition or starvation



Q7. Please tell me if you agree or disagree with the following statement: Climate change is a major factor leading to malnutrition or starvation in the world?

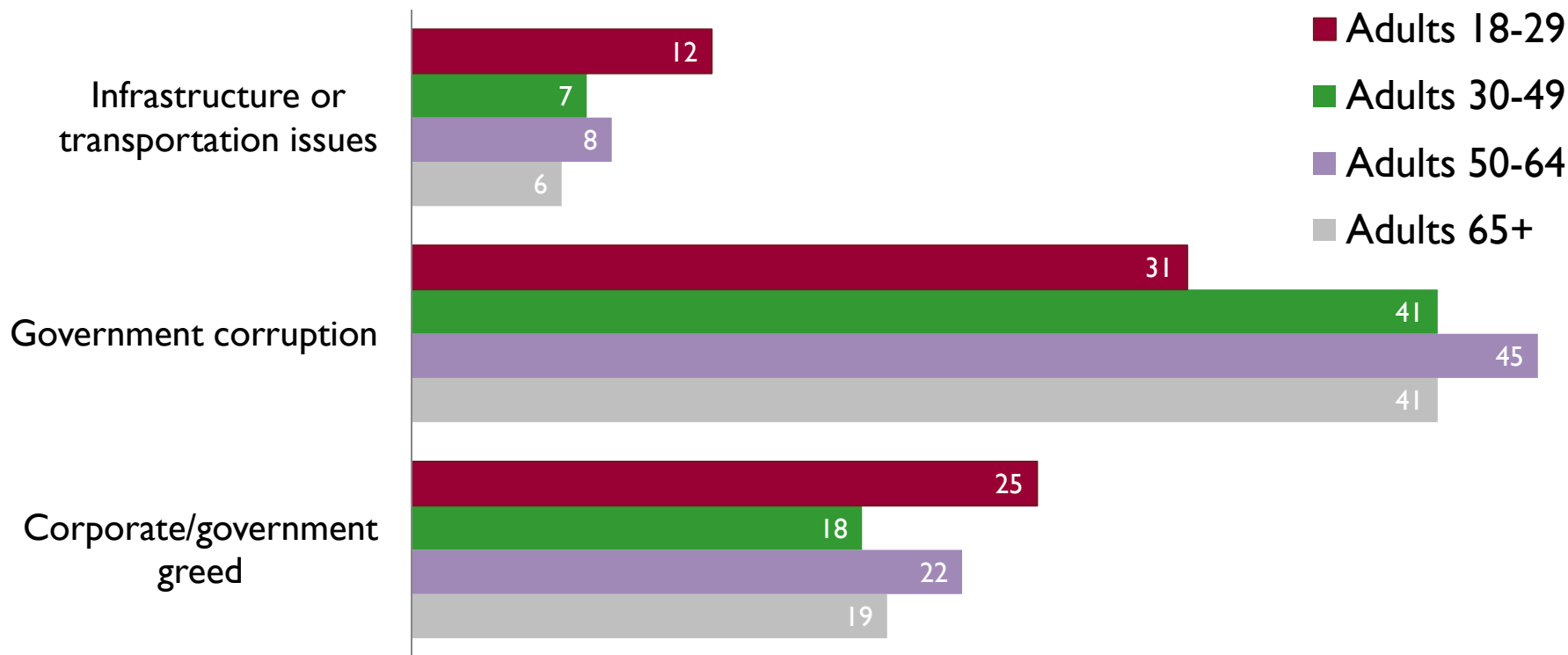
“Government corruption” is frequently named as a major disruption in providing food to people



*Also named: wars/conflict, natural disasters, apathy of the people.

Q8. Which of the following do you think is one of the major disruptions to providing food to people?

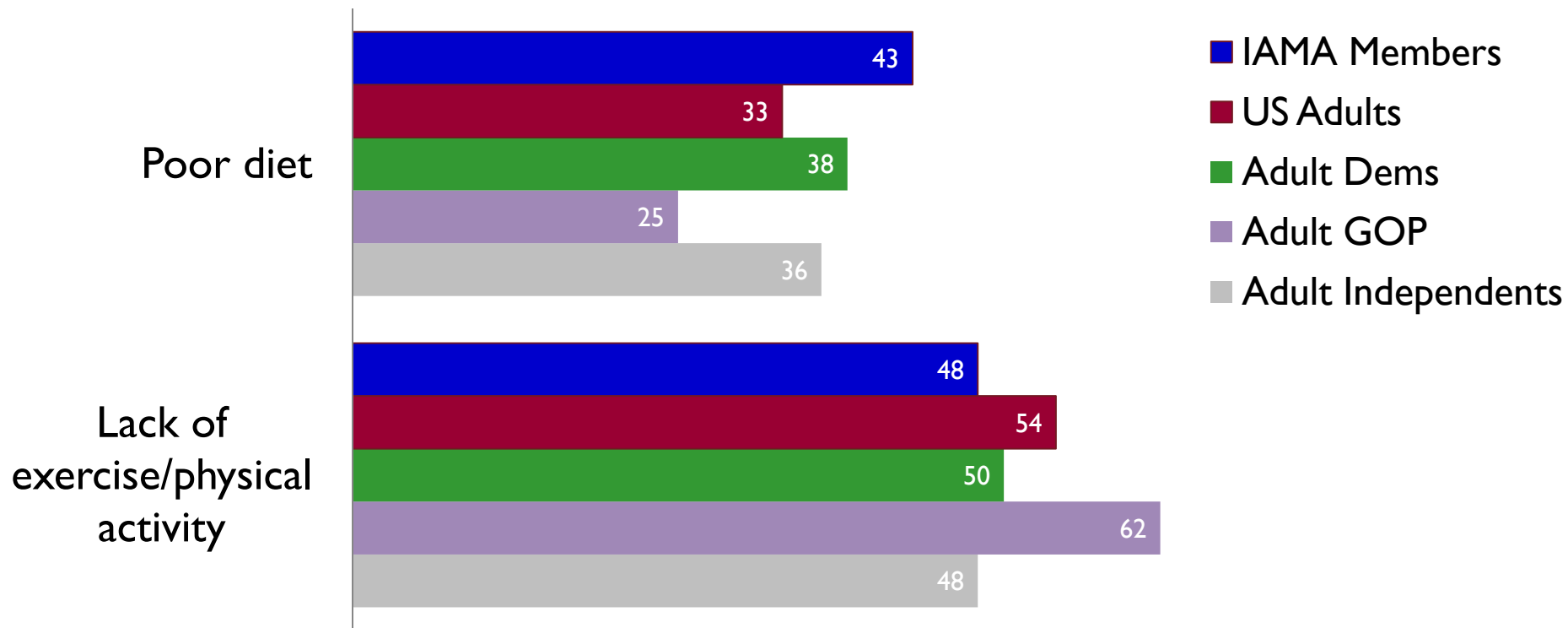
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Q8. Which of the following do you think is one of the major disruptions to providing food to people?

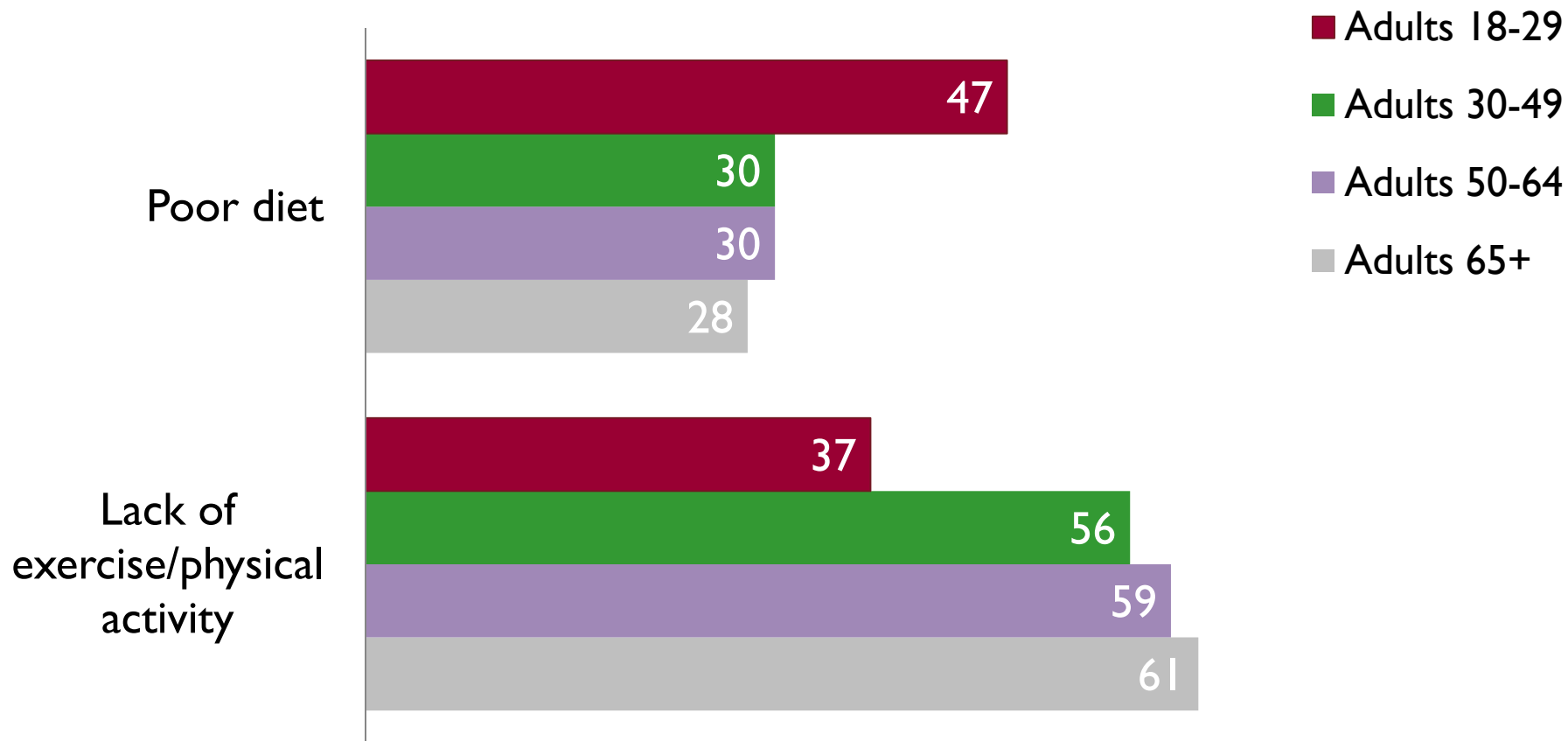
Lack of exercise, poor diet are frequently named as primary reason for child obesity



*Receiving <5% of the vote: too many soft drinks, video games, genetics.

Q9. Obesity in children is at an all-time high. What do you feel is the one primary reason for this?

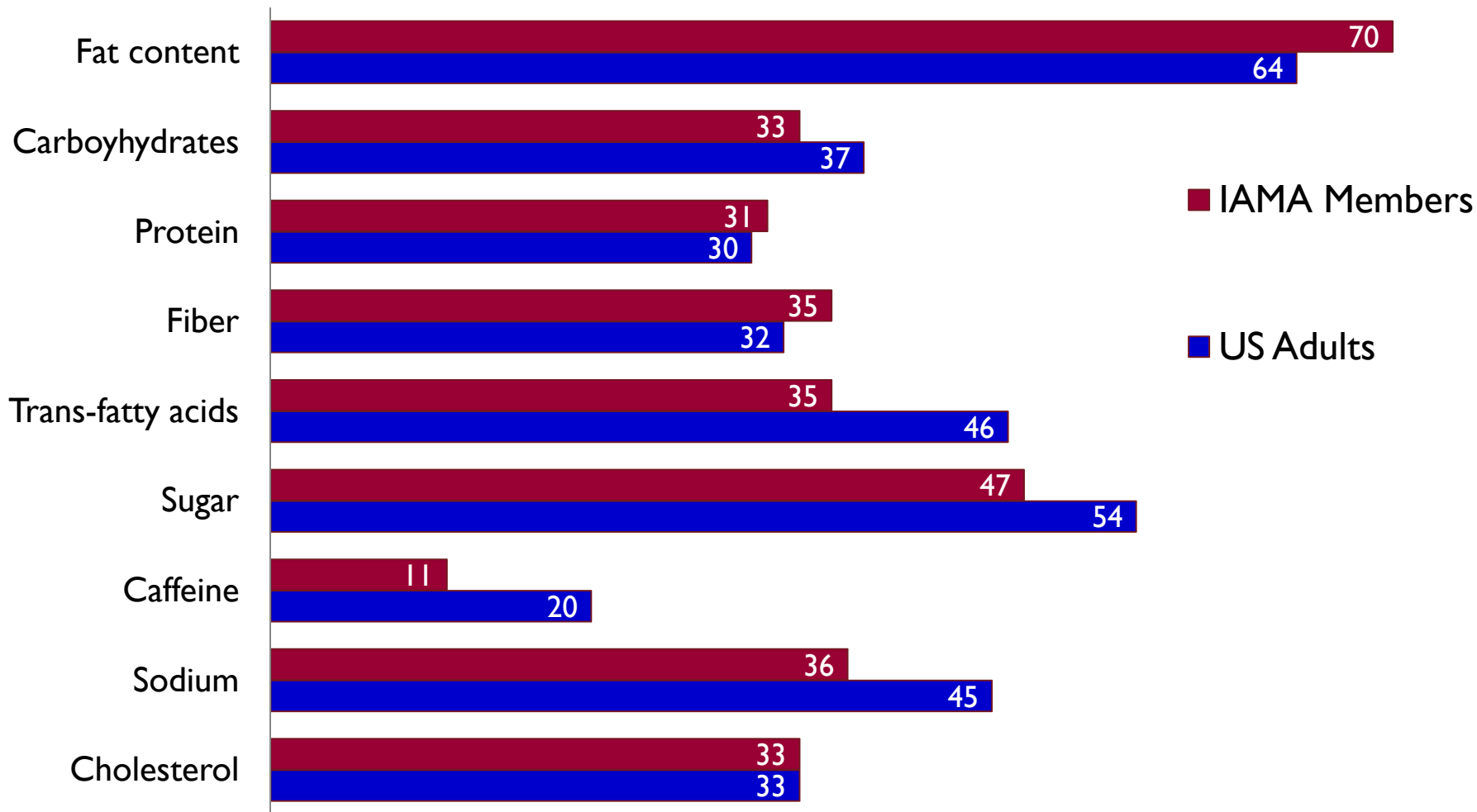
Younger adults are more likely to identify poor diet as reason for childhood obesity



*Receiving <5% of the vote: too many soft drinks, video games, genetics.

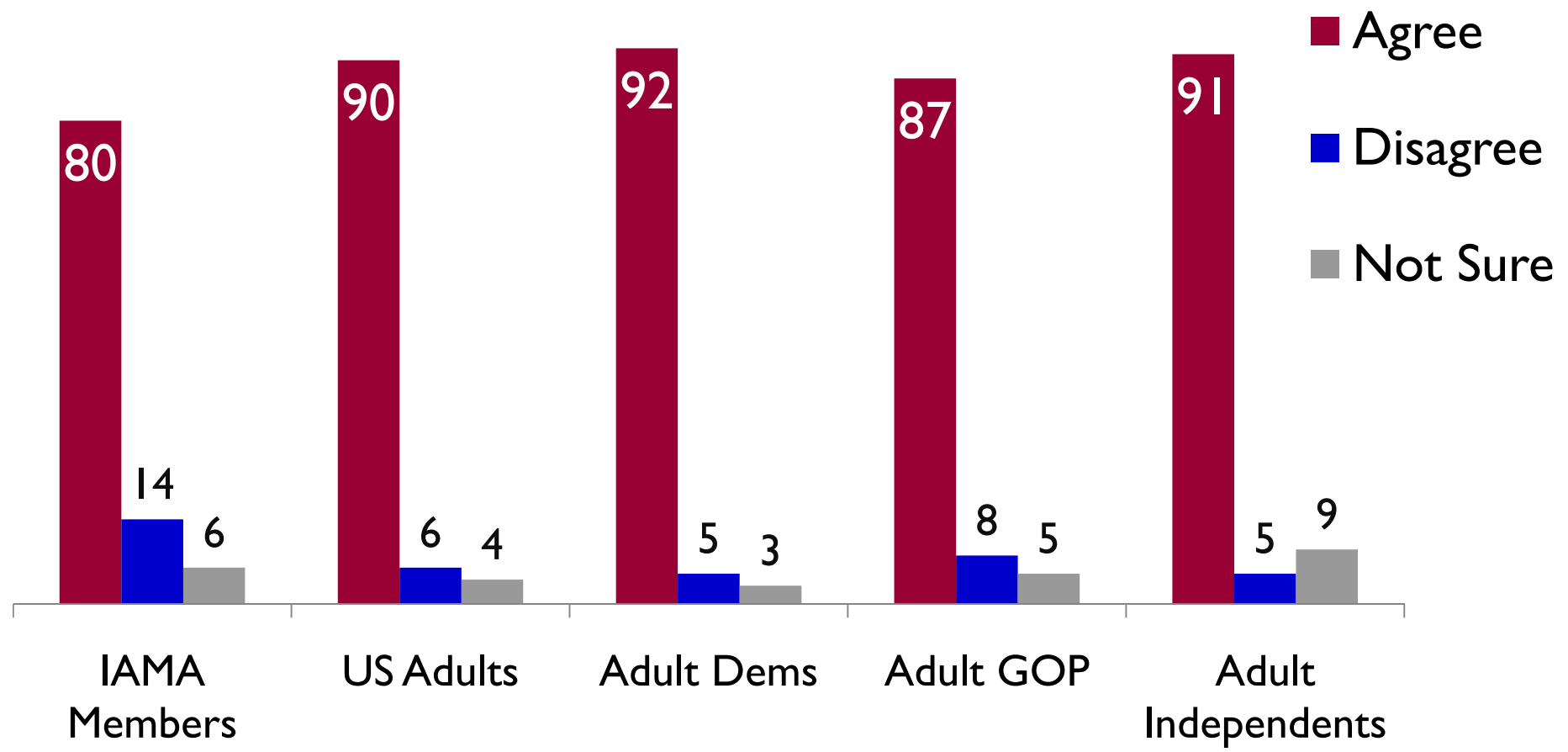
Q9. Obesity in children is at an all-time high. What do you feel is the one primary reason for this?

Majorities of all groups pay most attention to fat content of food



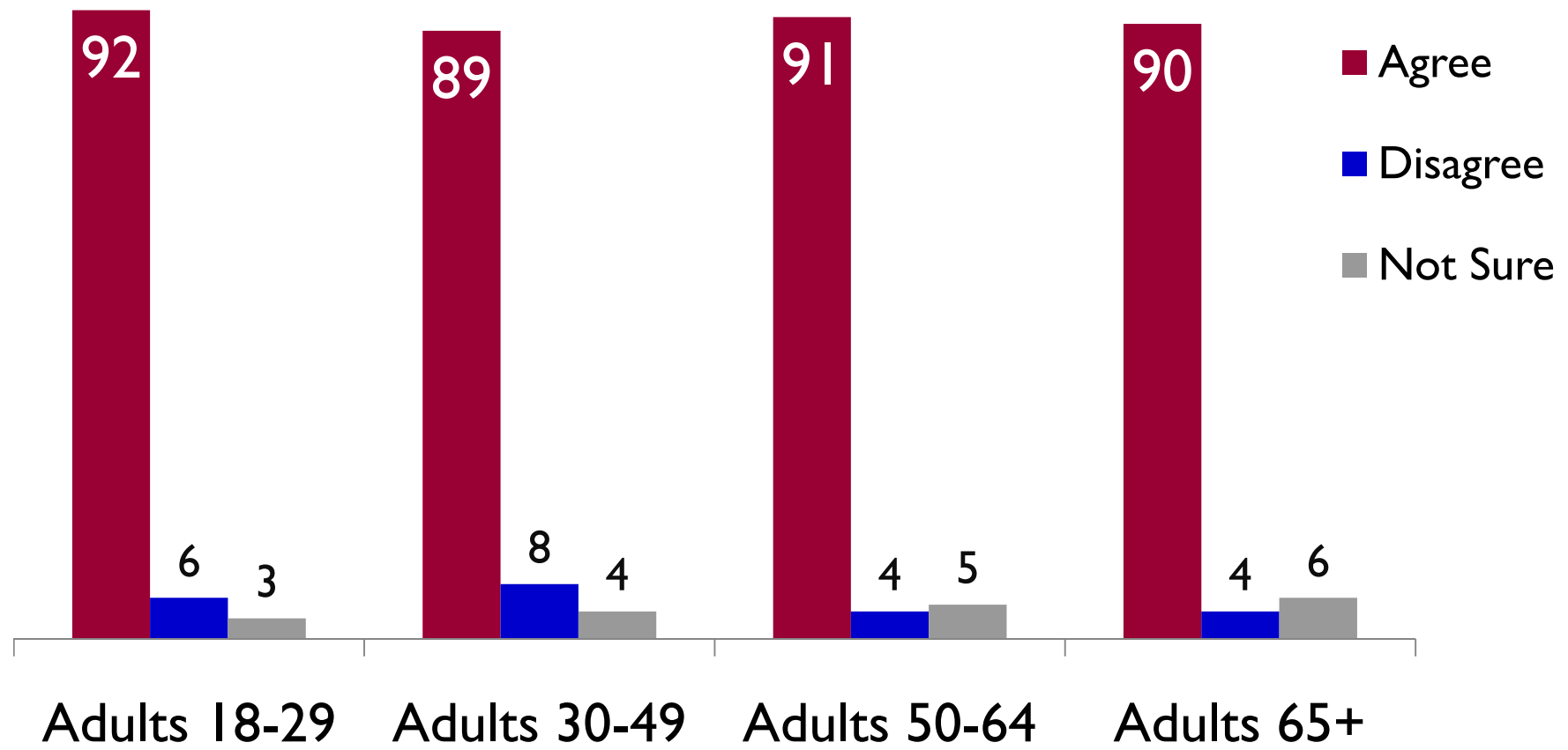
Q10. To which of the following do you pay attention when selecting what you eat? (Choose all that apply.)

Large majorities of all groups agree that food manufacturers should be required to disclose use of hormones/antibiotics



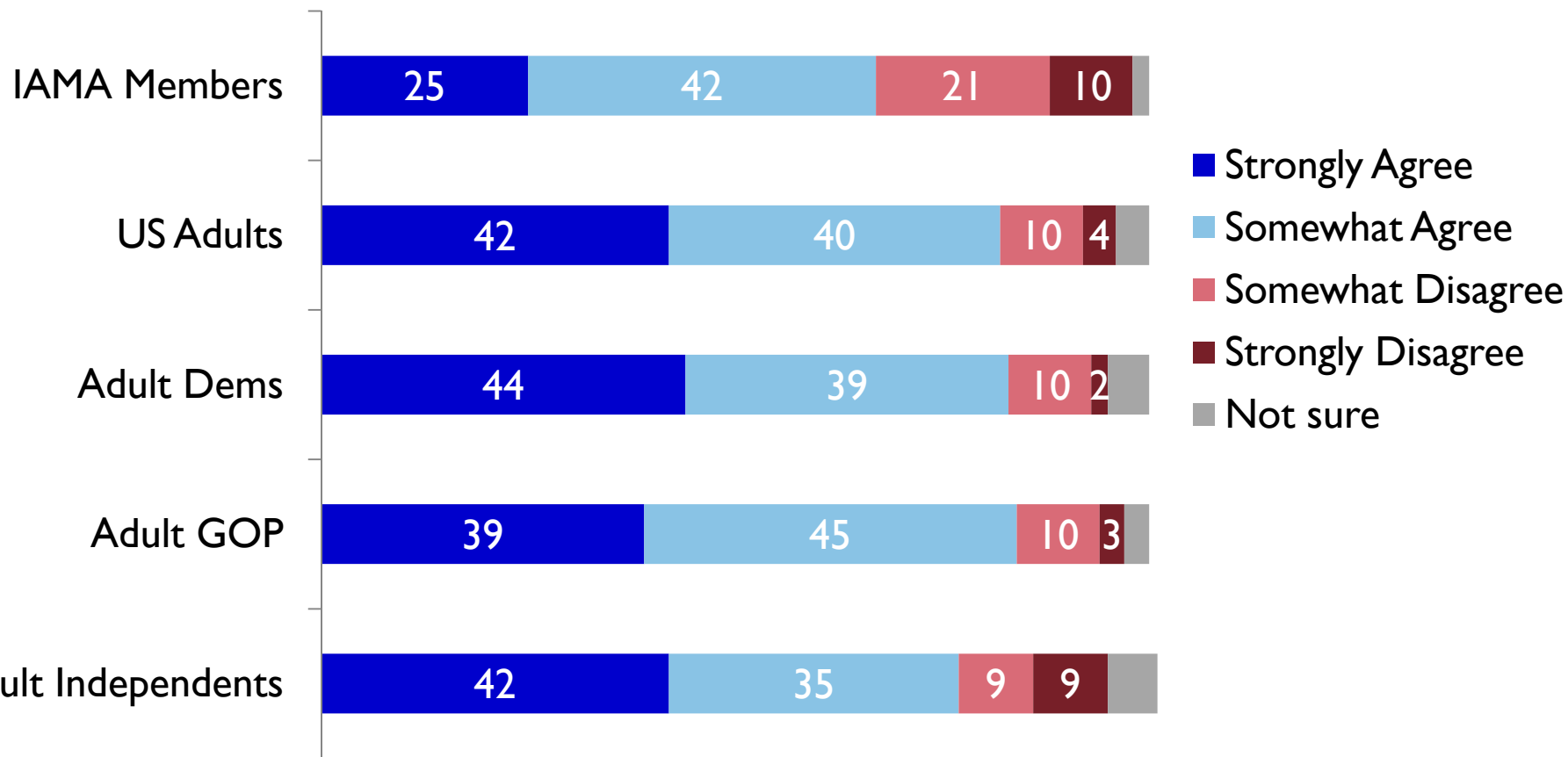
Q11. Do you agree or disagree that food manufacturers should be required to disclose if they use growth hormones or antibiotics on animals they are raising for food?

Large majorities of all groups agree that food manufacturers should be required to disclose use of hormones/antibiotics



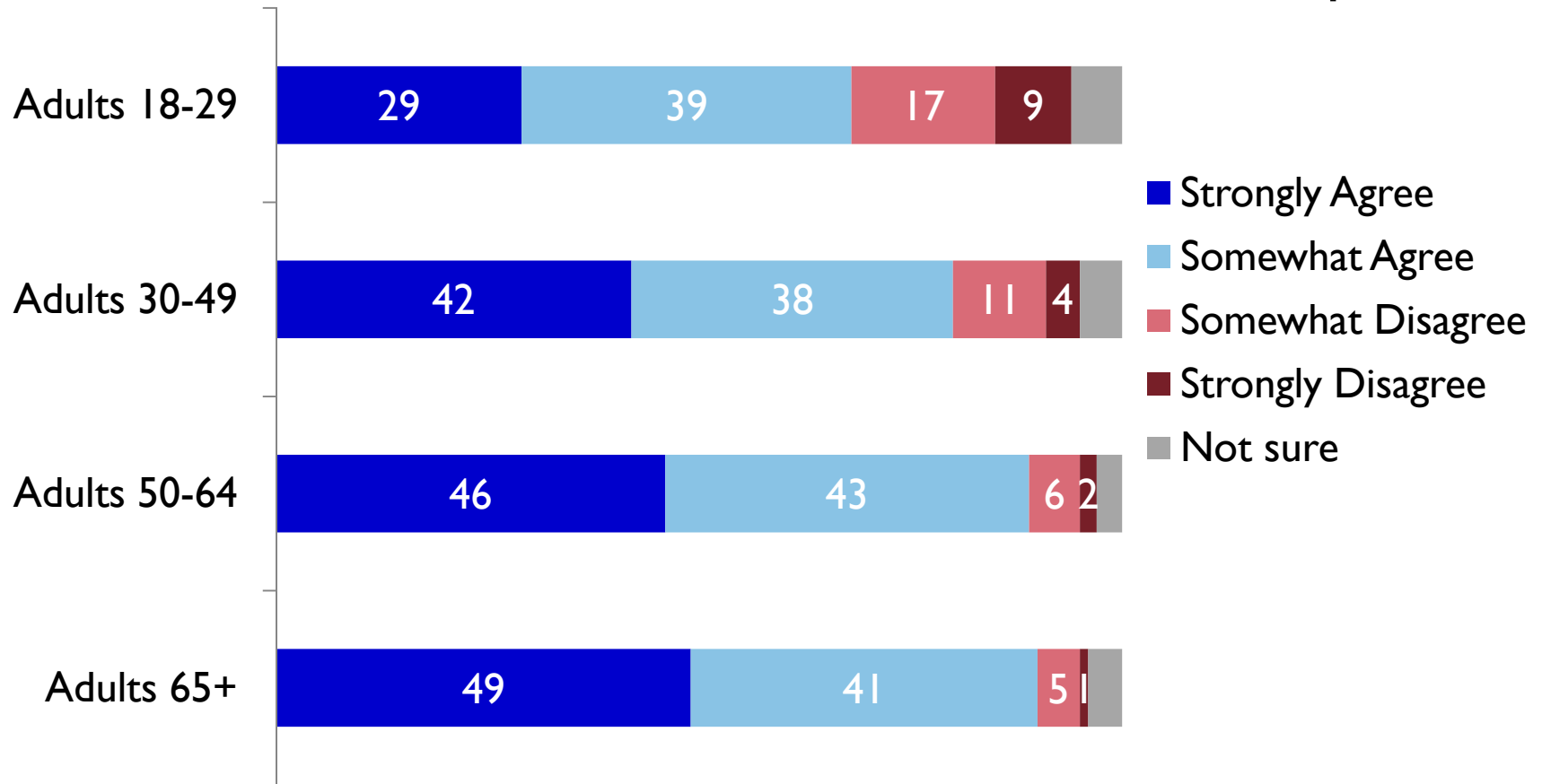
Q11. Do you agree or disagree that food manufacturers should be required to disclose if they use growth hormones or antibiotics on animals they are raising for food?

Large majorities of all groups agree that food contamination cases in the news reduce their confidence in other countries' products



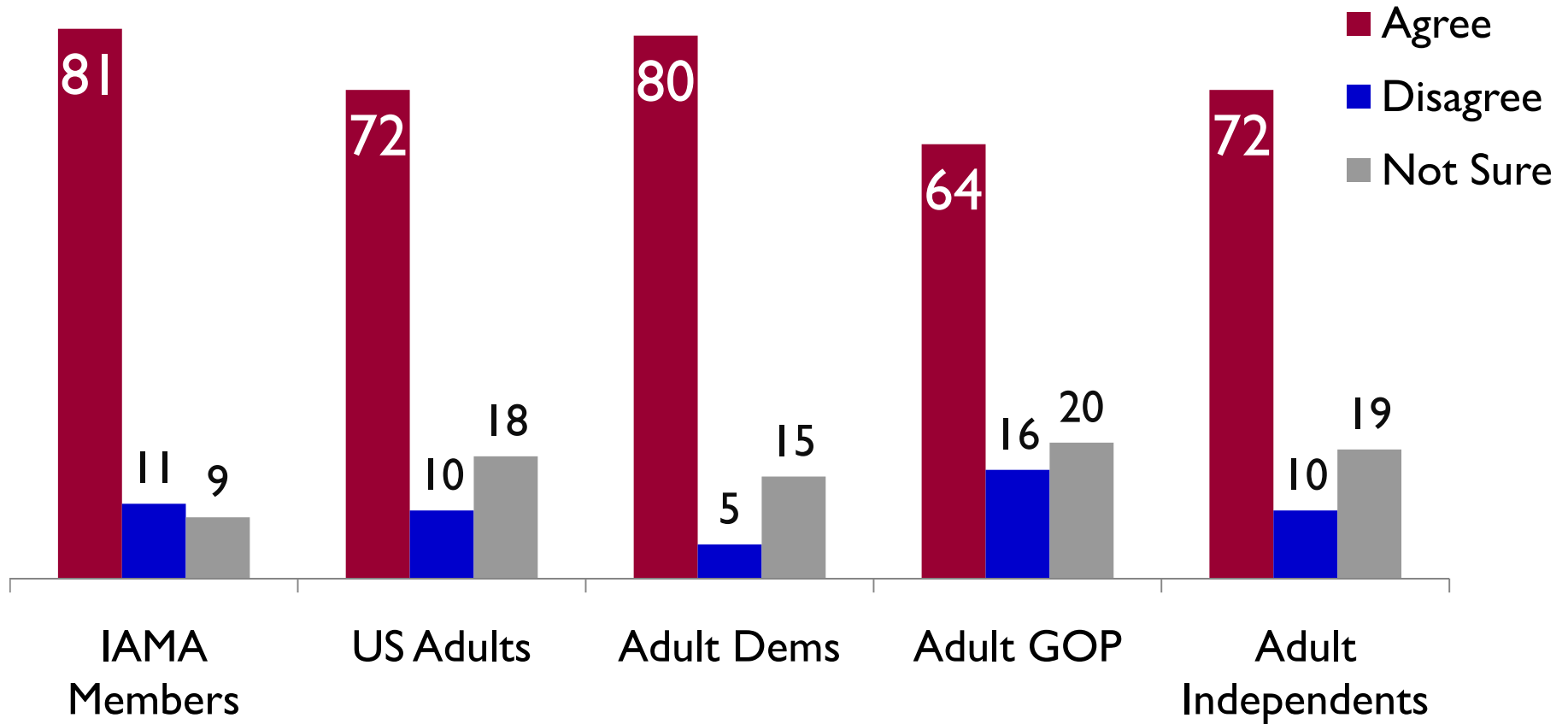
Q12. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that food contamination cases you may have seen, heard, or read about have reduced your confidence in products made in other countries.

Large majorities of all groups agree that food contamination cases in the news reduce their confidence in other countries' products



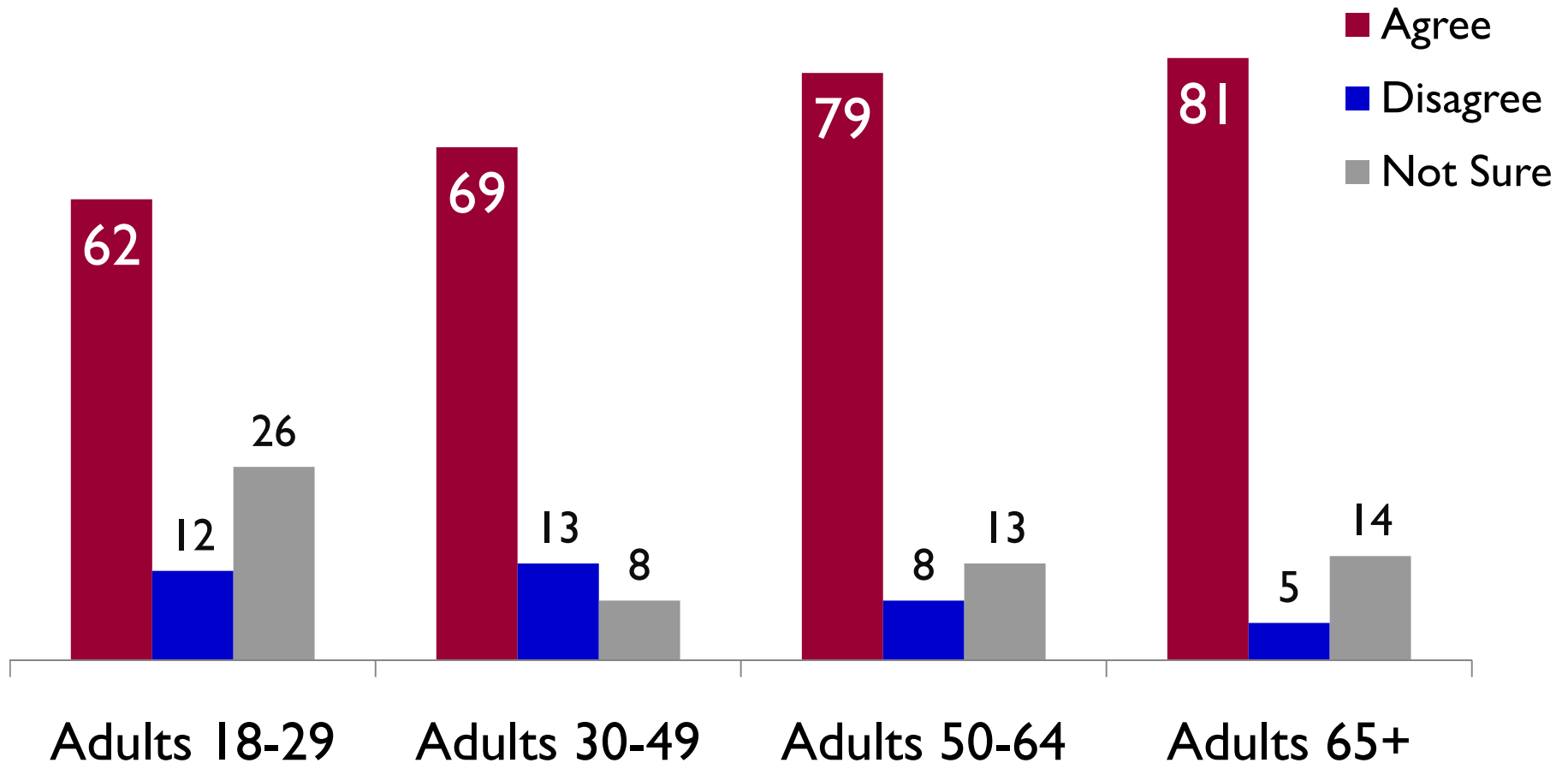
Q12. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that food contamination cases you may have seen, heard, or read about have reduced your confidence in products made in other countries.

Large majorities of all groups agree that a certification system would increase their confidence in product safety



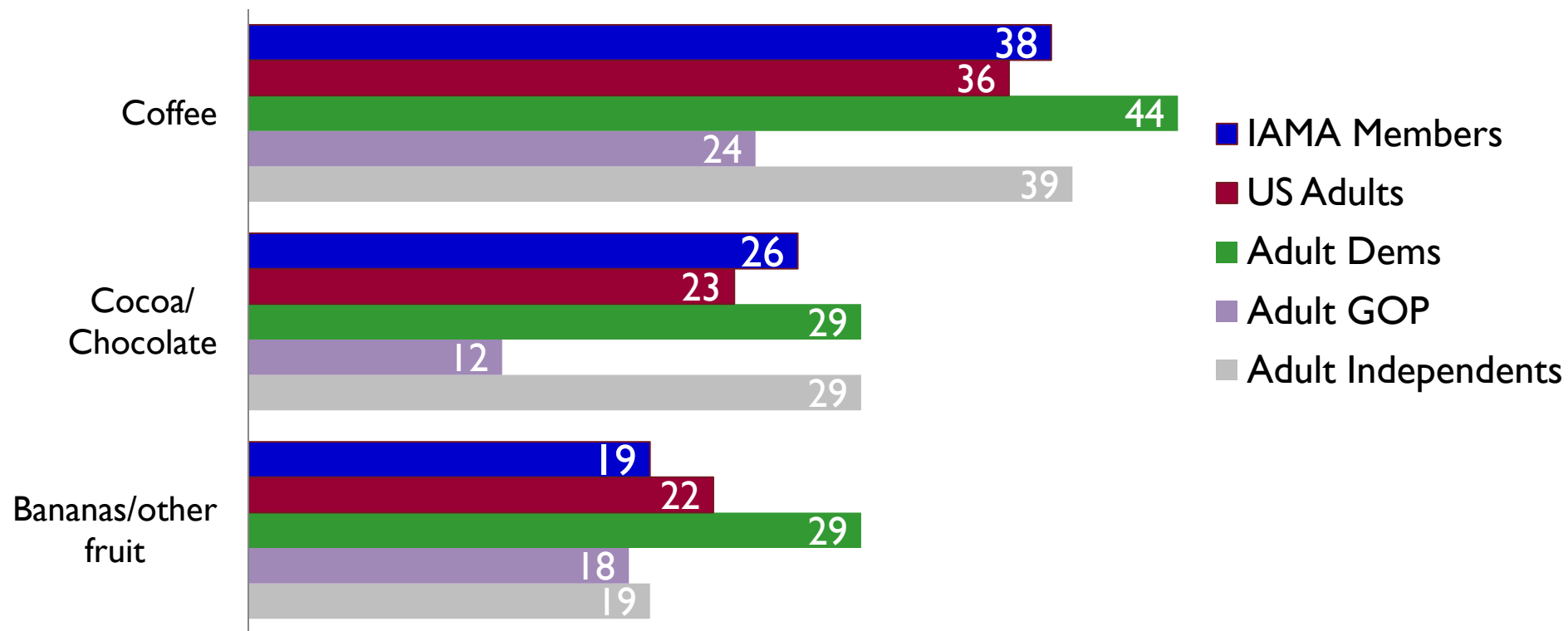
Q13. Do you agree or disagree that if countries which trade with each other would use the same certification system, you would have more confidence in the safety of their products?

Large majorities of all groups agree that a certification system would increase their confidence in product safety



Q13. Do you agree or disagree that if countries which trade with each other would use the same certification system, you would have more confidence in the safety of their products?

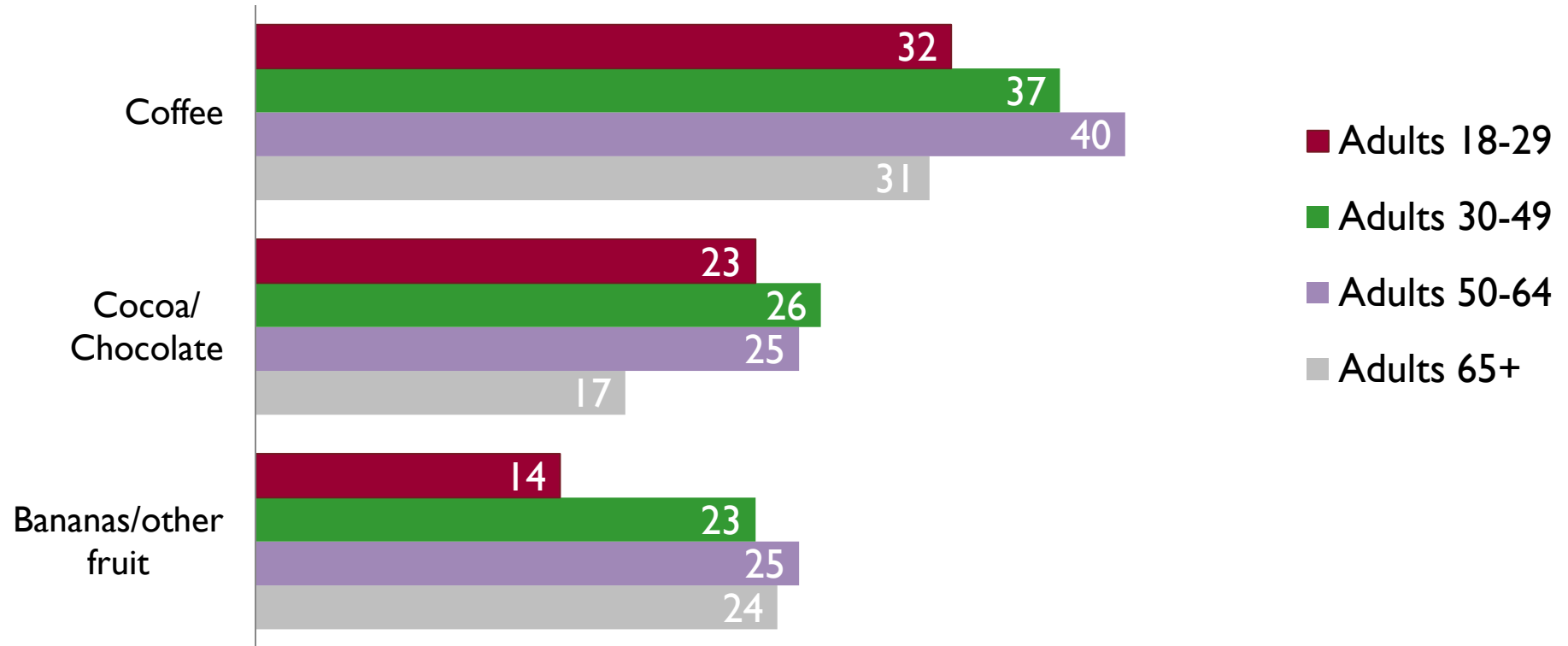
Purchase decisions on coffee, cocoa/chocolate, and bananas/other fruit are most likely to be affected by fair trade status



•Also receiving votes: Sugar, tea, honey, wine.

Q14. For which of the following products, do you take into consideration if it is a fair trade product when buying any of the following? (Choose all that apply.)

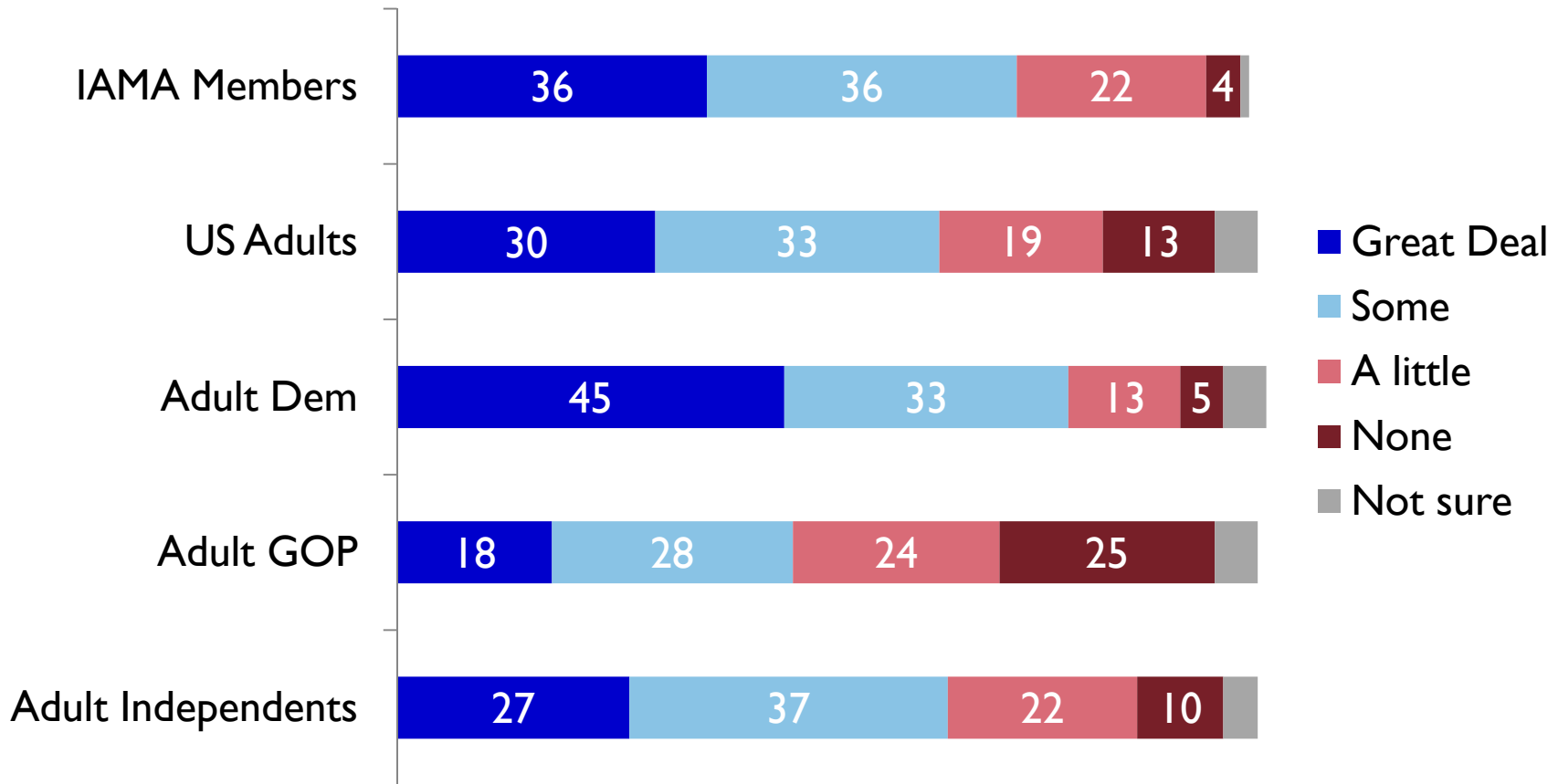
Adults in middle age groups are more likely to pay attention to fair trade status than younger or older adults.



* Also receiving votes: Sugar, tea, honey, wine.

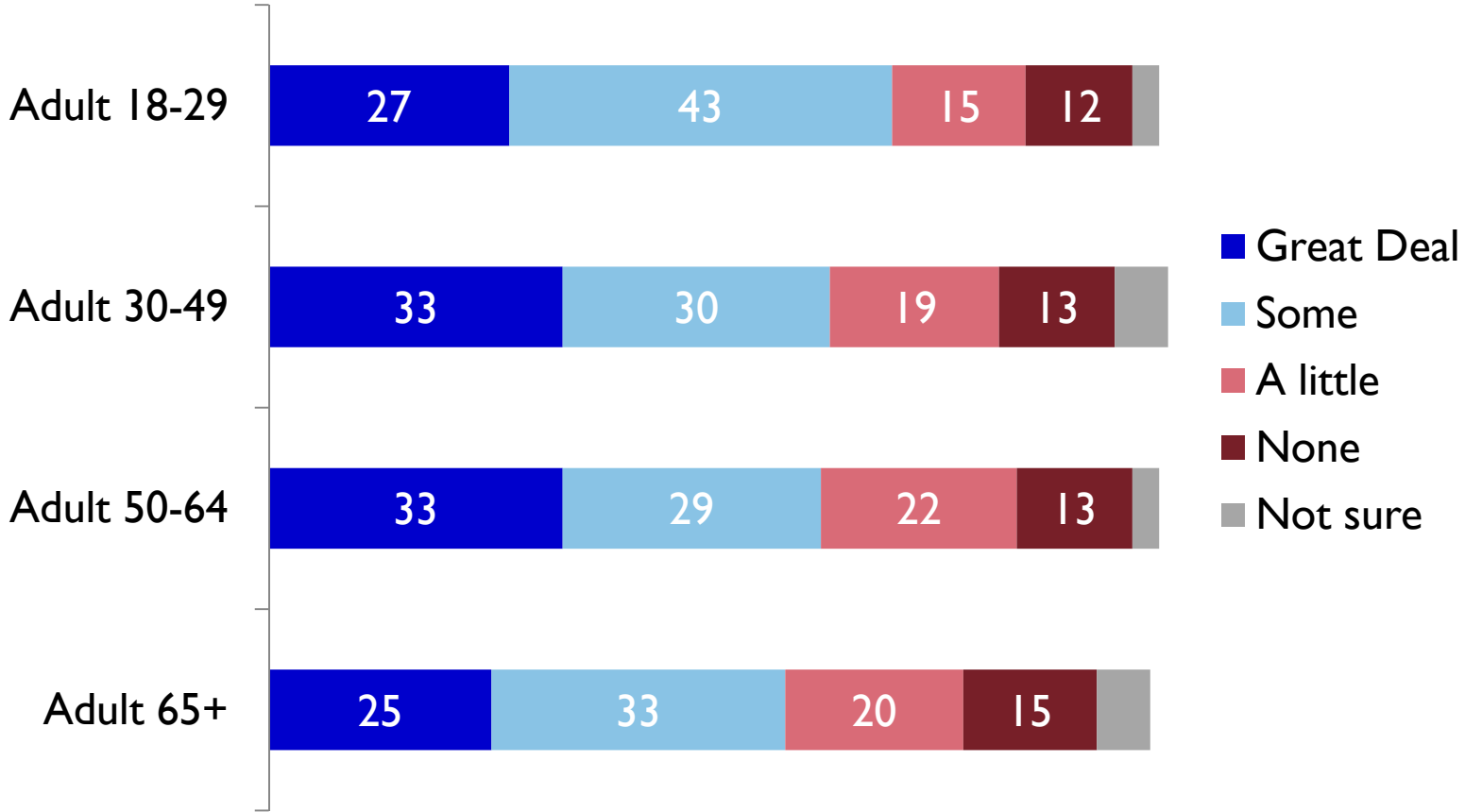
Q14. For which of the following products, do you take into consideration if it is a fair trade product when buying any of the following? (Choose all that apply.)

Democrats, IAMA Members most likely to believe consumer buying habits have a “great deal” of impact on issues like sustainability



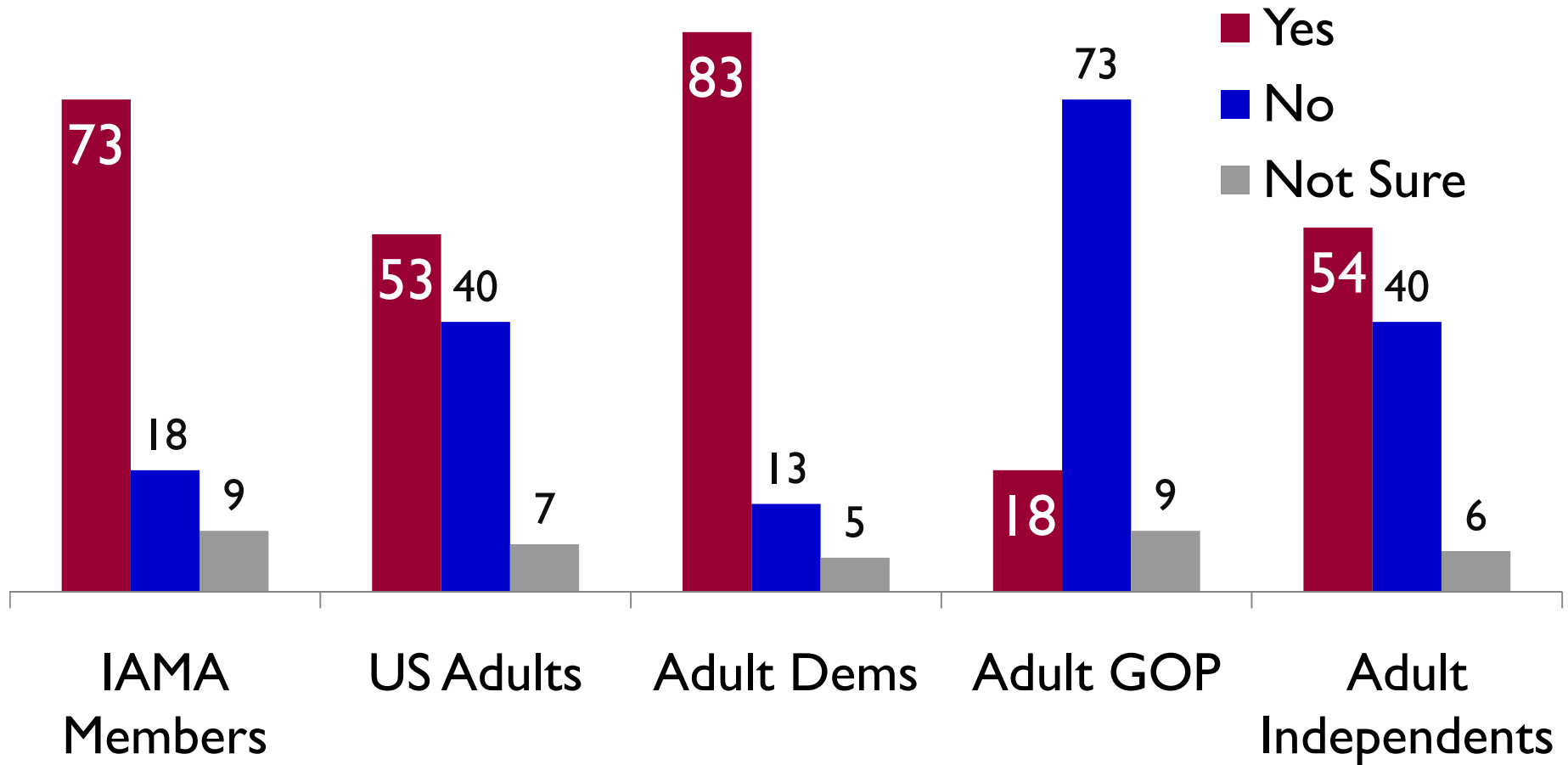
Q15. How much of an impact do you think consumer buying habits have on issues like sustainability, humane farming, and climate change?

All age groups believe that buying habits have at least some impact on issues like sustainability



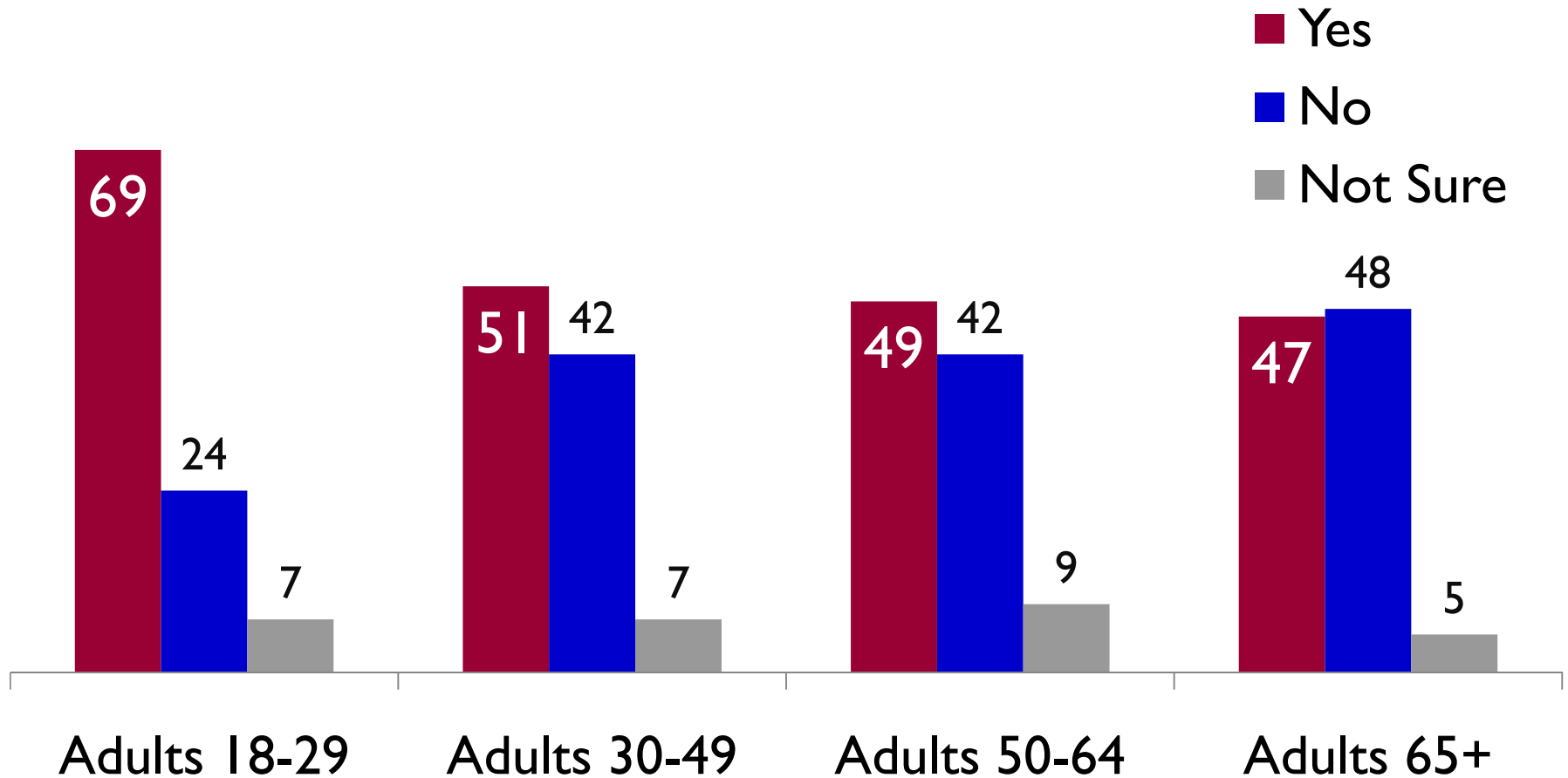
Q15. How much of an impact do you think consumer buying habits have on issues like sustainability, humane farming, and climate change?

Democrats and IAMA members are most likely to believe that actions of any one nation have an impact on the earth's climate.



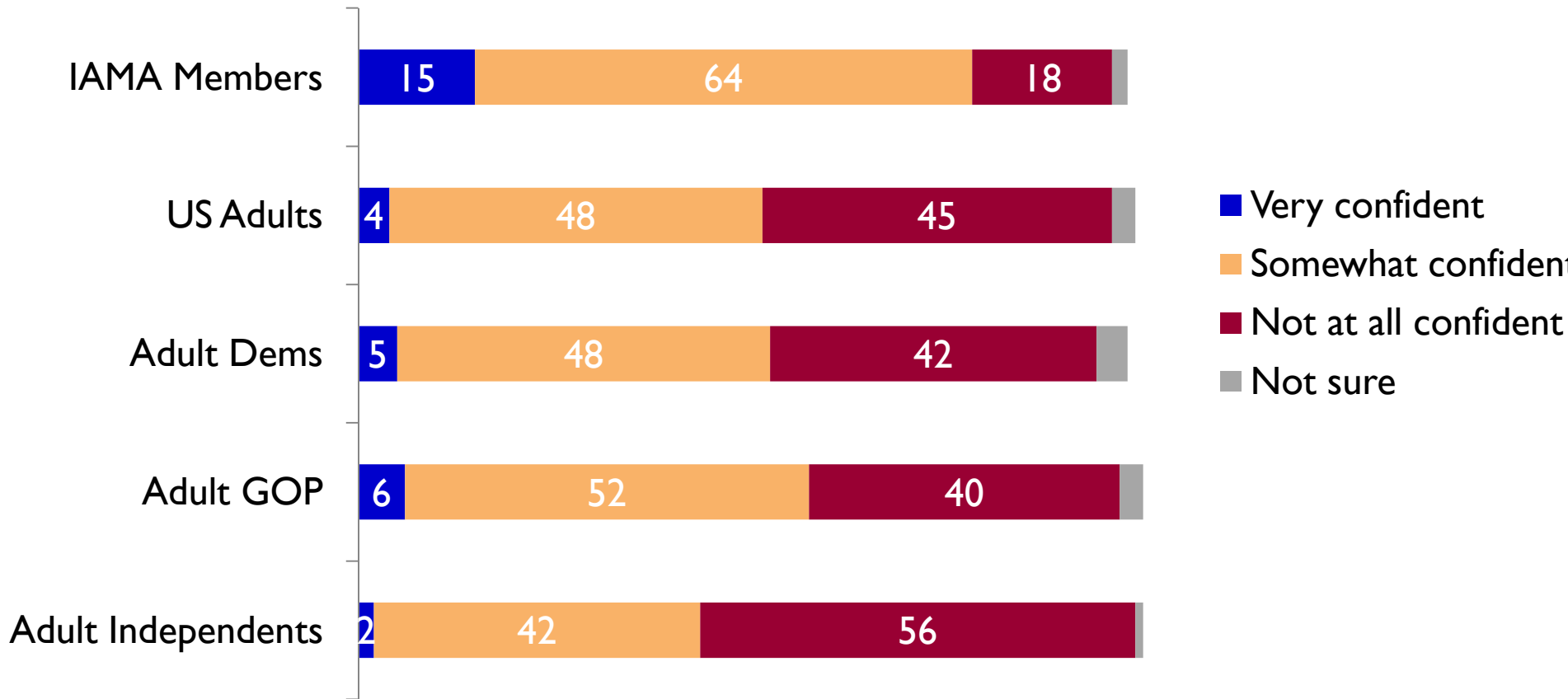
Q16. Do you believe that the actions of any one nation have any impact on the earth's climate?

Younger adults are most likely to believe the actions of any one nation have an impact on the earth's climate.



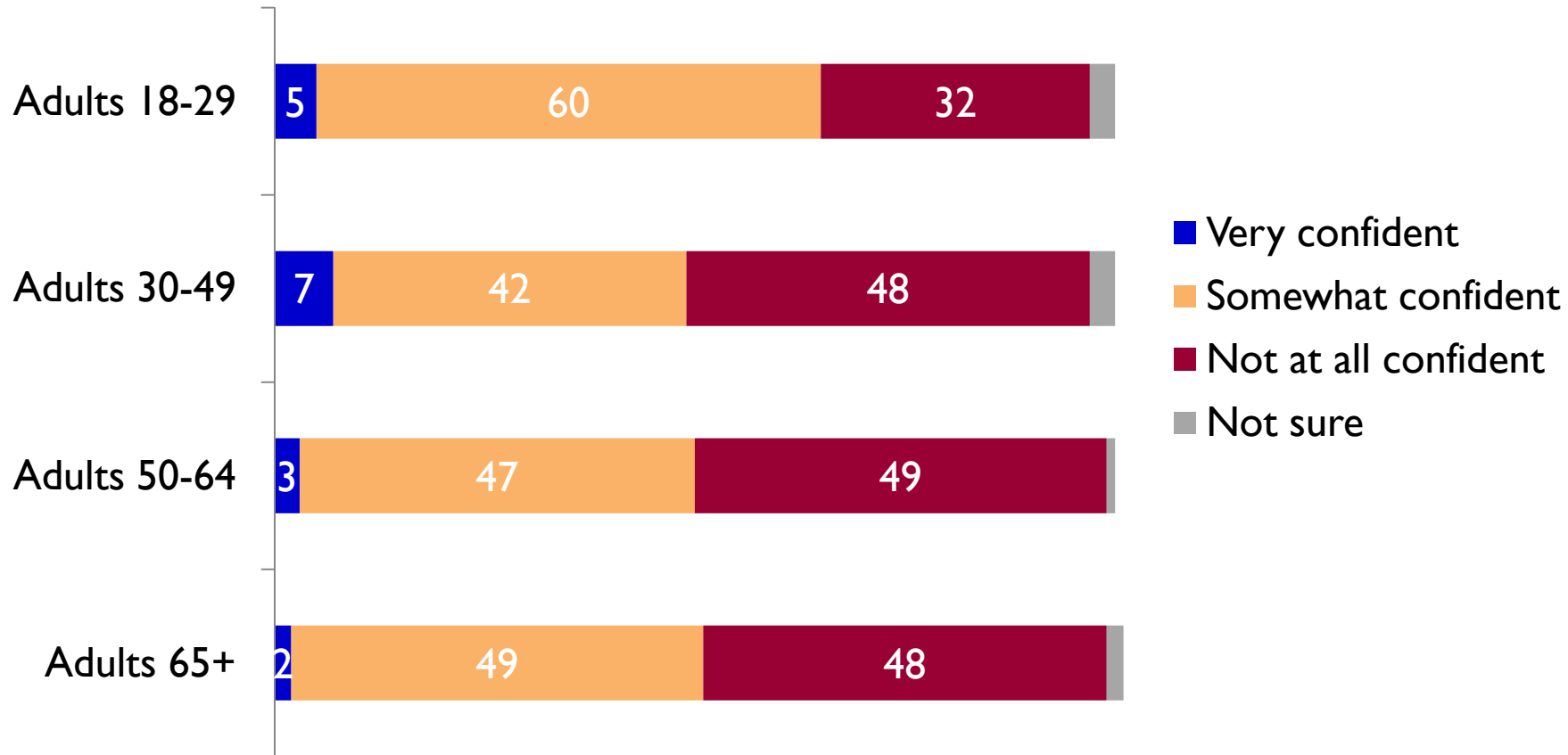
Q16. Do you believe that the actions of any one nation have any impact on the earth's climate?

IAMA members are most confident that food safety agencies are doing a good job



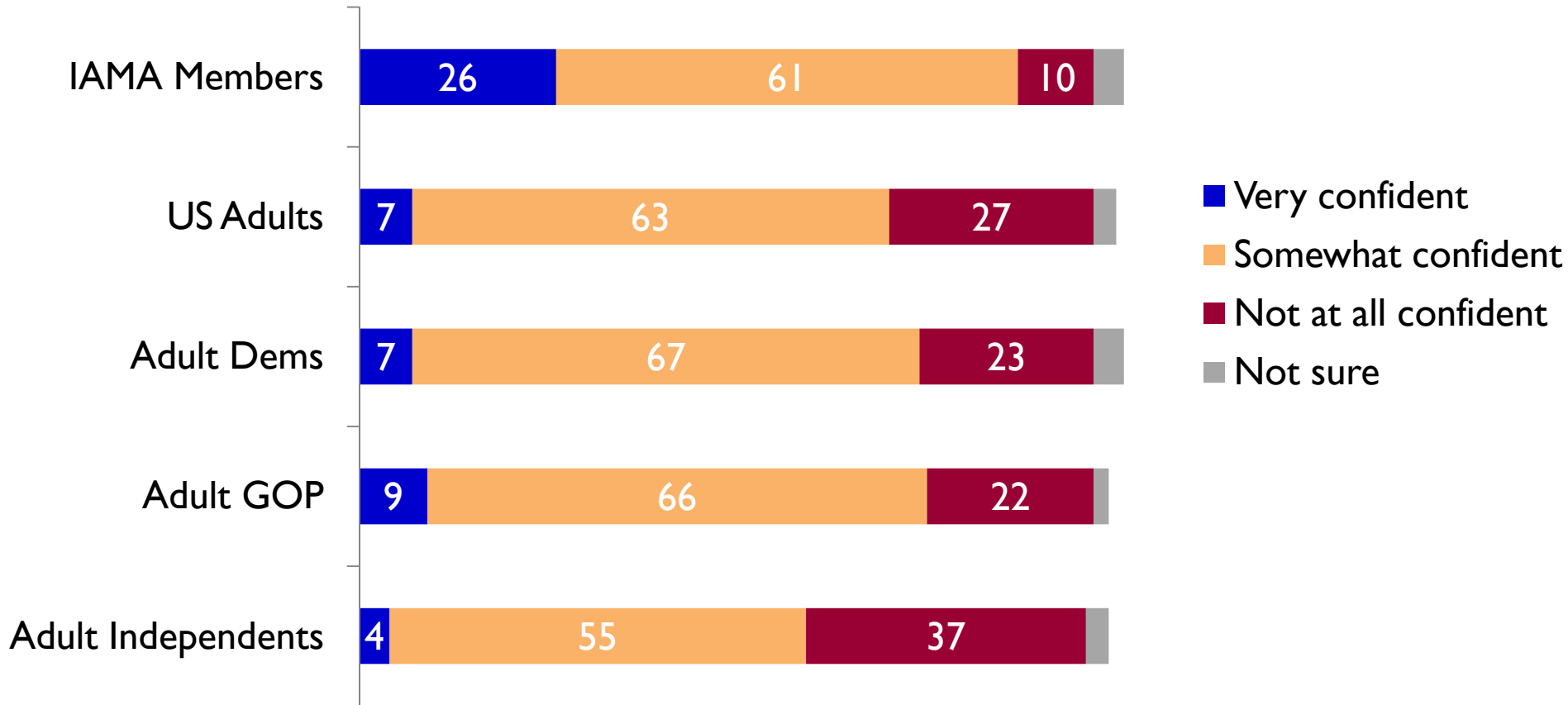
Q17. When thinking about food safety and security, how confident are you that the agencies responsible for food safety and inspection are doing a good job?

Pluralities of most age groups are “somewhat confident” that food safety agencies are doing a good job



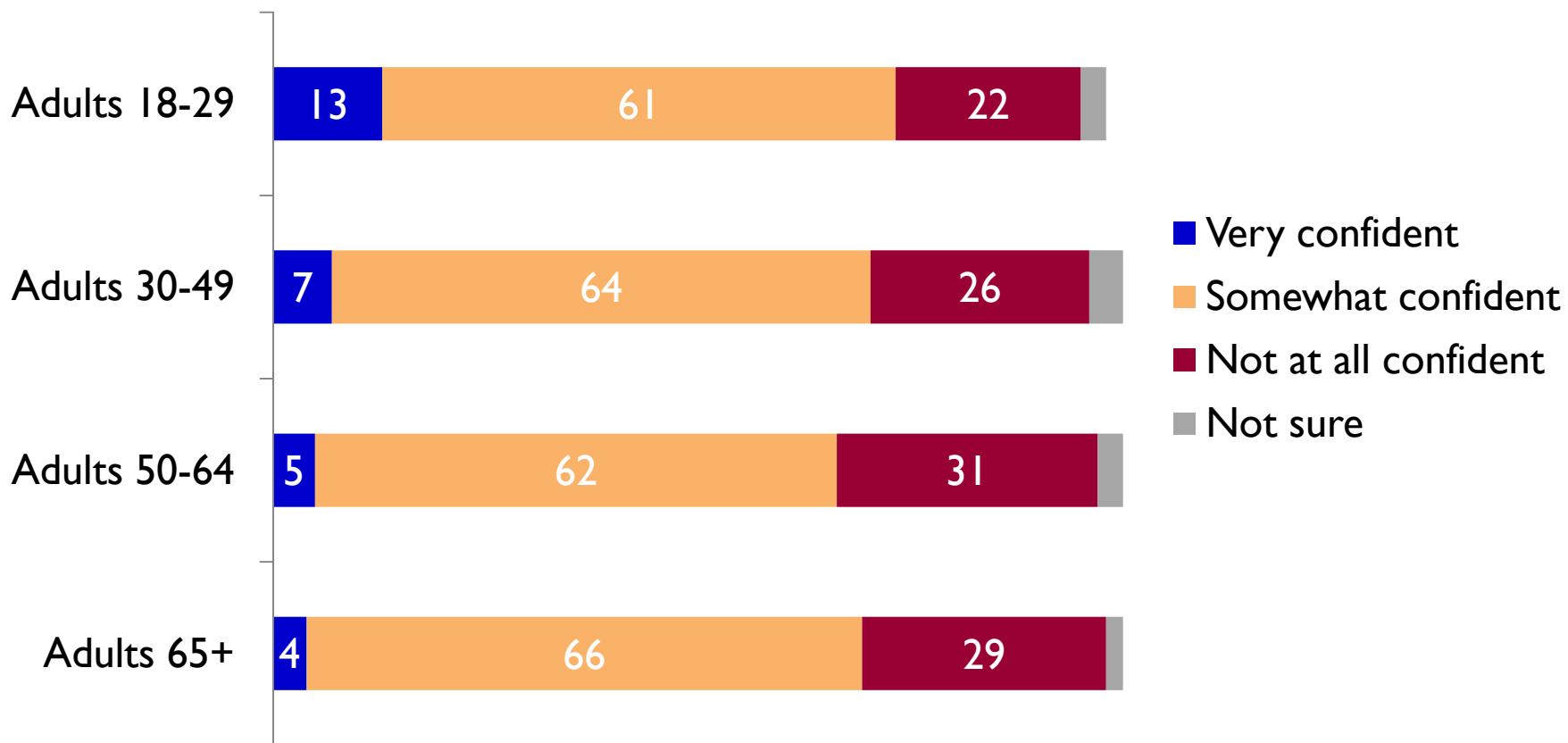
Q17. When thinking about food safety and security, how confident are you that the agencies responsible for food safety and inspection are doing a good job?

IAMA members are most confident that food safety certification indicates protection from food borne illness.



Q18. When you see that your food has been certified by a food safety professional, how confident are you that you are protected from food borne illness?

Majorities of all age groups are “somewhat confident” that food safety certification indicates protection from food borne illness.



Q18. When you see that your food has been certified by a food safety professional, how confident are you that you are protected from food borne illness?

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