



Feeding the World: The Role of Sustainability and Biotechnology within the Global Agricultural Landscape



HI Dietetic
Association
Annual
Spring
Conference

Honolulu, HI

May 2, 2014



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Before We Get Started

- Many differing opinions on this topic
- Will invite Qs and As and open discussion after the presentations





Consumer Perceptions of Food Biotechnology & Sustainability



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IFIC
International
Food
Information
Council



International Food Information Council (IFIC) and IFIC Foundation



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Mission: *To effectively communicate science-based information on food safety and nutrition issues to health professionals, journalists, educators and government officials.*

Mission: *To effectively communicate science-based information on health, nutrition, and food safety for the public good.*

Primarily supported by the broad-based food, beverage, and agricultural industries.





The Current Environment Around Food Biotechnology



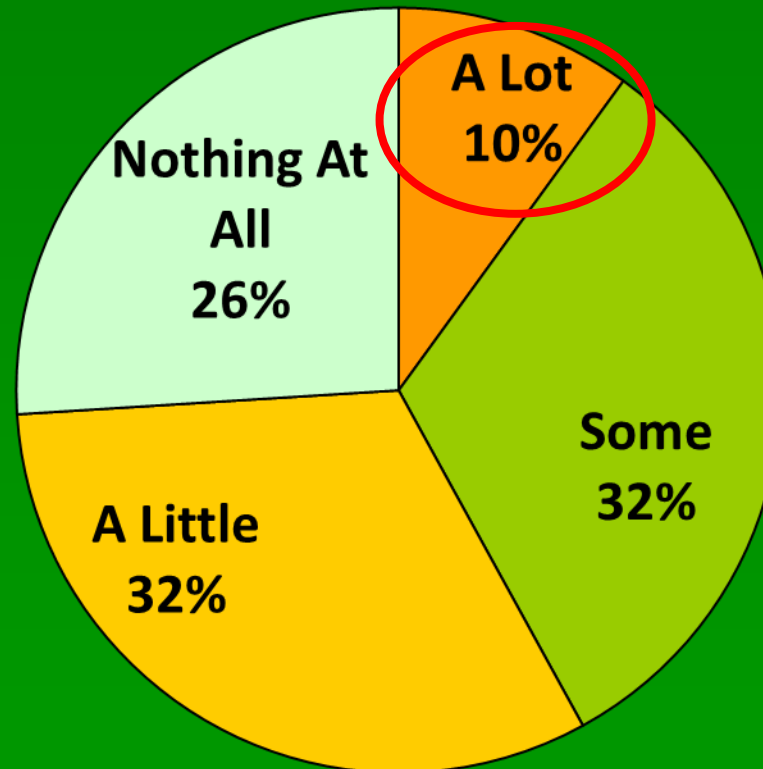
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- ❖ Increasing interest in where food comes from.
- ❖ People are further removed from the source – the farm.
- ❖ Fostering mistrust and lack of scientific knowledge or ability to understand science
- ❖ Labeling initiatives putting biotechnology in the spotlight.
- ❖ Fast-paced communications spread information quickly
 - ❖ Via media headlines.
- ❖ Self-affirmed experts can gain a very large following
 - ❖ Online and in social media.

Awareness of Plant Biotechnology

The portion of Americans who have heard or read "A lot" about plant biotechnology is low.

2012



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...?

Source: IFIC Consumer Perceptions of Food Technology Survey, 2012



Favorability Toward Biotechnology and Importance of Sustainability



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- Nearly 40% of consumers are favorable toward the use of biotechnology in food production, a significant increase from previous years. 20% are not favorable and 26% are neutral. 17% don't know enough to form an opinion.
- The majority of Americans say they are likely to purchase biotech foods for specific benefits, such as to provide more healthful fats, to taste better or fresher, to reduce pesticide applications, and to reduce saturate fat content.





Favorability Toward Biotechnology and Importance of Sustainability



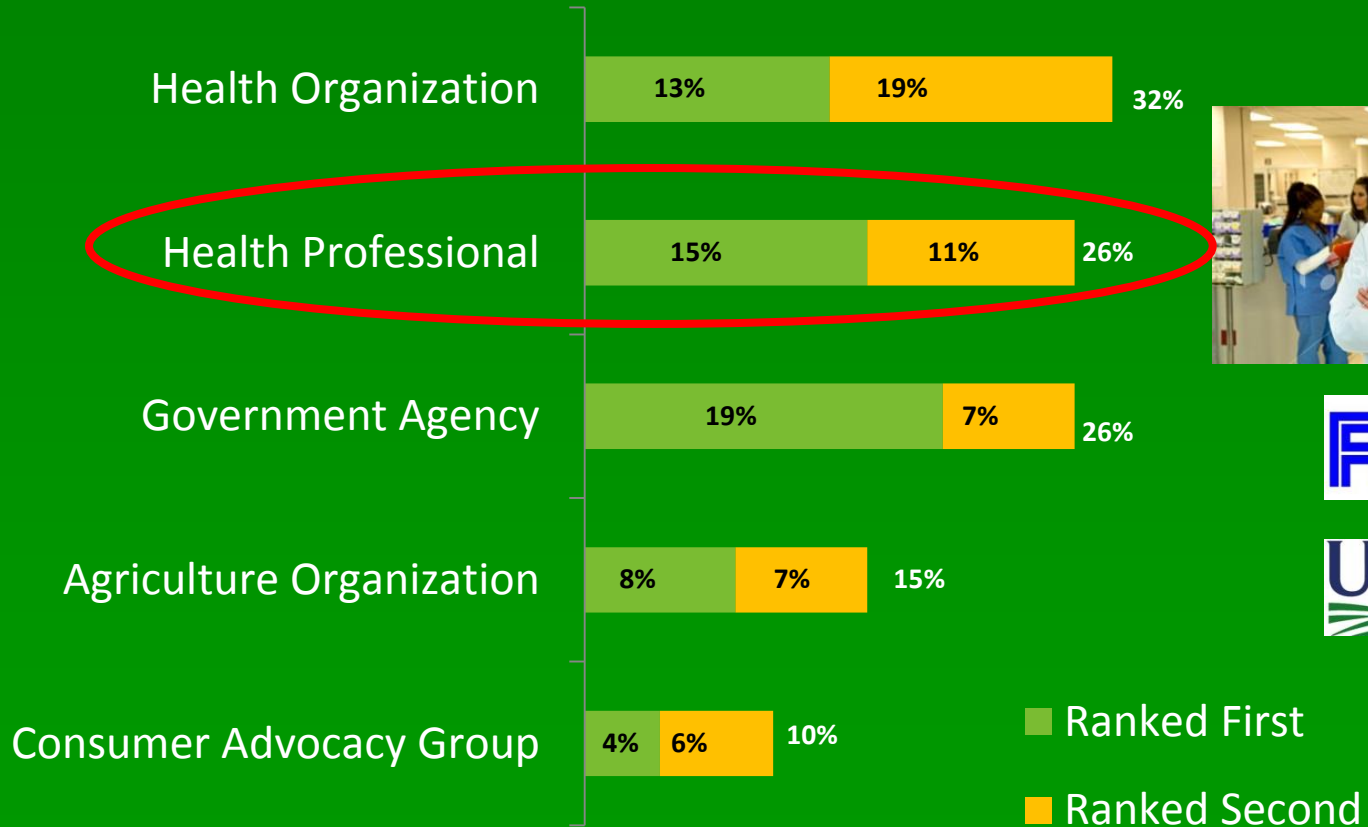
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- The majority of consumers say that it is somewhat or very important to them that their food is produced in a sustainable way.
- One of the highest-ranked aspects of sustainability in food production, indicated by just over one-third of consumers, is to ensure a sufficient food supply for a growing global population.



Trusted Sources For Information on Biotechnology

Percent that ranked each aspect first or second:



18A. Which of the following sources, if any, do you or would you trust for information on biotechnology? Rank your top five

Source: IFIC Consumer Perceptions of Food Technology Survey, 2012



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Today's Speakers

- Alan McHughen, B.Sc., PhD, CE, Biotechnology Specialist and Geneticist, Department of Botany & Plant Science, University of California, Riverside
- Jennie Schmidt, MS, RD, Farmer & Owner, Schmidt Vineyard Management, LLC and Schmidt Farms
- Connie Diekman, MEd, RD, LD, FADA, Director, University Nutrition, Washington University in St. Louis

