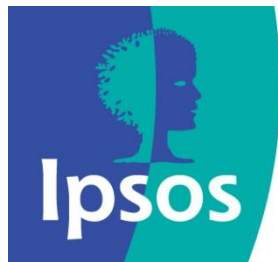


Six in Ten (59%) Canadians Oppose Genetically Modifying Crops and Animals to Produce Food

*Six in Ten (57%) Canadians Not Confident in Government's Safety and
Regulatory Systems for Genetically Modified Foods*

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Six in Ten (59%) Canadians Oppose Genetically Modifying Crops and Animals to Produce Food

Six in Ten (57%) Canadians Not Confident in Government's Safety and Regulatory Systems for Genetically Modified Foods

Toronto, ON – The issue of genetically modified foods has become a hot topic for Canadians and in an Ipsos poll of over 1,000 Canadians conducted on behalf of CBAN (Canadian Biotechnology Action Network), 71% of Canadians say they are aware of genetic modification in food. Six in ten (59%) Canadians 'oppose genetically modifying crops and animals to produce food', meanwhile half (48%) go a bit further and say they 'support a ban on all genetically modified food'. Only one in three (34%) support 'genetically modifying crops and animals to produce food', and one in four (27%) say the 'Canadian government has provided them with enough information about genetically modified foods so that they can make an informed decision about these foods'. Canadians nearly reach a consensus with nine in ten (90%) saying 'a label should be placed on all food sold in Canada that are genetically modified or contains genetically modified ingredients'.

When it comes to safety and regulation of genetically modified foods, six in ten (57% - 20% not at all/36% not very) Canadians are not confident in the 'governments safety and regulatory approval systems for genetic modified foods', with four in ten (36% - 8% yes/28% somewhat) saying they are confident, followed by one in ten (8%) saying they 'don't know'.

Labels Should Be Mandatory for Genetically Modified Foods...

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An overwhelming majority (88%) of Canadians believe that 'labels should be made mandatory by the Canadian government while only 7% say 'it should be left up to the industry to voluntarily decide if and when a label is applied'. A small number of Canadians are on the fence with 5% saying they 'don't know'.

The 88% of Canadians who believe labels should be made mandatory by the Canadian government, say so because:

- 'I just want to know what's in the food I'm eating' (87%)
- 'I am concerned that not enough research has been done on the possible long-term health and environmental impacts of genetically modified foods' (58%)
- 'I am concerned about the safety of genetically modified food' (55%)
- 'I am concerned about the lack of transparency in the government's approval process for genetically modified food' (47%)
- 'I am concerned that genetically modified foods give large companies too much control over the food chain' (46%)
- 'I am concerned that genetically modified food is not natural' (46%)
- 'I am concerned about the environmental effects of genetically modified food' (45%)
- 'I have ethical concerns about genetically modifying plants and animals' (30%)
- 'Other' (2%)

If genetically modified foods are clearly identified with a label, two in three (64%) say they would purchase them, with 14% saying 'yes, without any hesitation' and 50% saying 'it depends on which type of food is genetically modified'. One in four (25%), on the other hand, say 'no, nothing can convince them to purchase genetically modified food'. One in ten (11%) say 'they don't know/don't have an opinion' on the matter.

Canadians Opinions on Genetically Modified Salmon and Apples...

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A genetically modified salmon could be approved by Health Canada soon; the genetically modified Atlantic salmon has genes from other fish species inserted into it, to make it grow faster. When asked if they would eat the fish, 11% say 'yes', 45% say 'definitely not' and 32% say 'maybe', while 12% say they 'don't know/ don't have an opinion'.

Canadians are also most likely to say no to eating a genetically modified apple that has been approved by Health Canada, but is not yet on supermarket shelves. The apple is genetically modified so that when you cut the apple, the apple flesh doesn't turn brown – the apple flesh stays white for longer than a week. Four in ten (38%) of Canadians say 'definitely not' to eating the apple compared to two in ten (20%) that say 'yes'. Three in ten are on the fence (33%) saying 'maybe' while one in ten (9%) say they 'don't know/ don't have an opinion'.

These are some of the findings of an Ipsos Reid poll conducted between August 14 and August 17, 2015, on behalf of CBAN. For this survey, a sample of 1,005 Canadians from Ipsos' online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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