



GM crops in the EU – why don't they fly?

agri benchmark Cash Crop Conference 2010, Perth

Yelto Zimmer

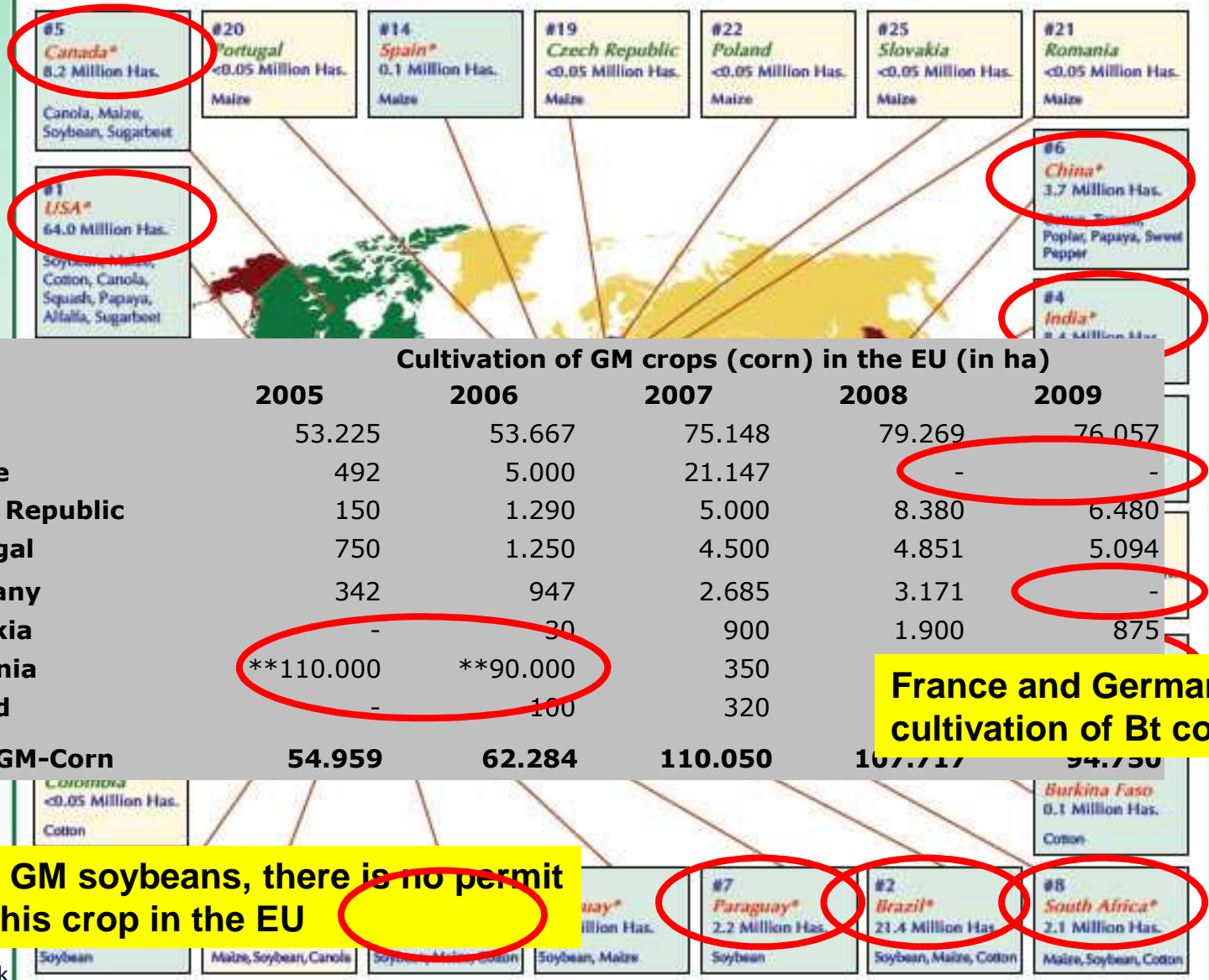
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Content

- 1. Relevance of GM crops and GM foods**
- 2. Legal framework conditions**
- 3. Food production and retail industry**
- 4. Conclusions**

Biotech Crop Countries and Mega-Countries*, 2009



Cultivation of GM crops (corn) in the EU (in ha)

	2005	2006	2007	2008	2009
Spain	53.225	53.667	75.148	79.269	76.057
France	492	5.000	21.147	-	-
Czech Republic	150	1.290	5.000	8.380	6.480
Portugal	750	1.250	4.500	4.851	5.094
Germany	342	947	2.685	3.171	-
Slovakia	-	30	900	1.900	875
Romania	**110.000	**90.000	350	-	-
Poland	-	100	320	-	-
Total GM-Corn	54.959	62.284	110.050	107.717	94.750

France and Germany suspended cultivation of Bt corn

This was GM soybeans, there is no permit to grow this crop in the EU



* 15 biotech mega-countries growing 50,000 hectares, or more, of biotech crops.
Source: Clive James, 2009.

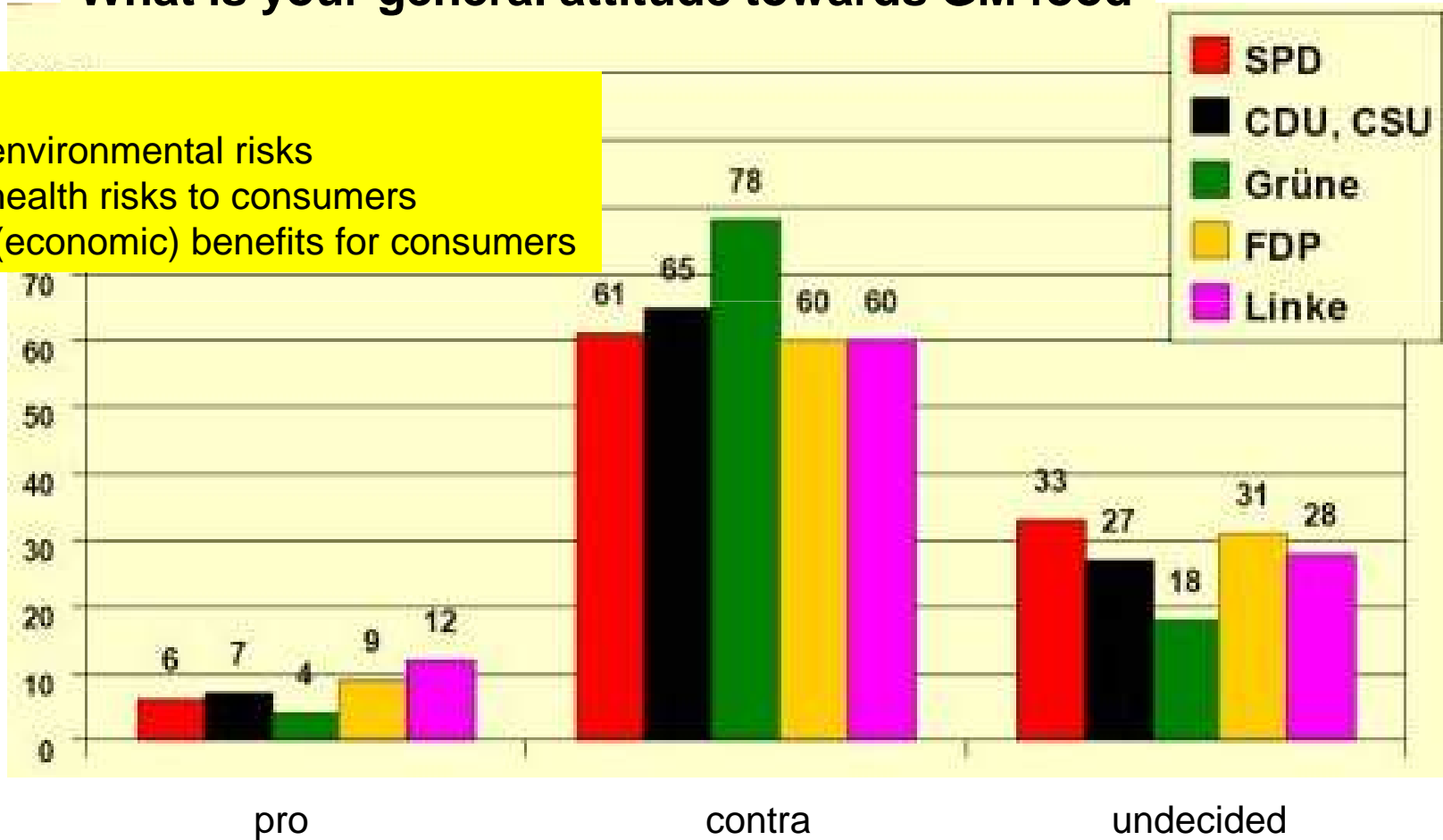
Figure 1. Global Map of Biotech Crop Countries and Mega-Countries in 2009

To be “anti-GM” is common sense in Germany/EU

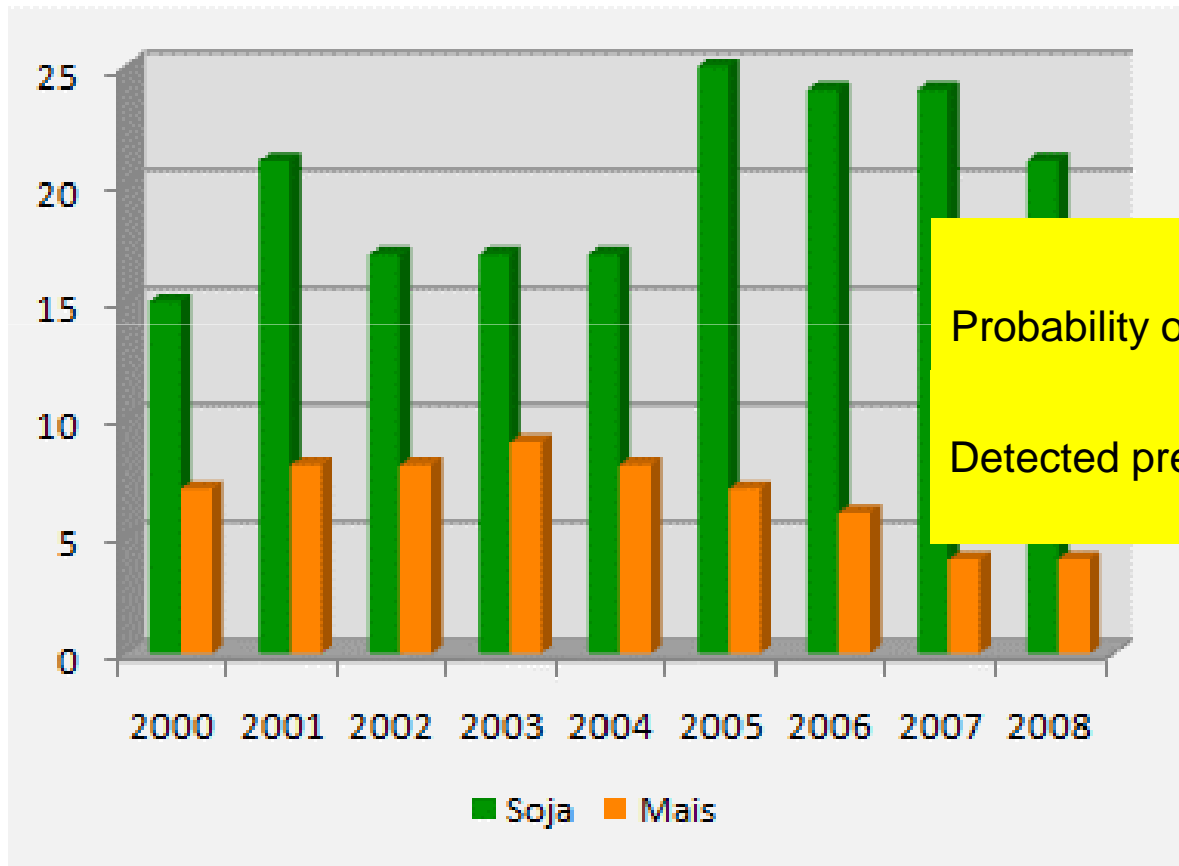
What is your general attitude towards GM food

Key drivers:

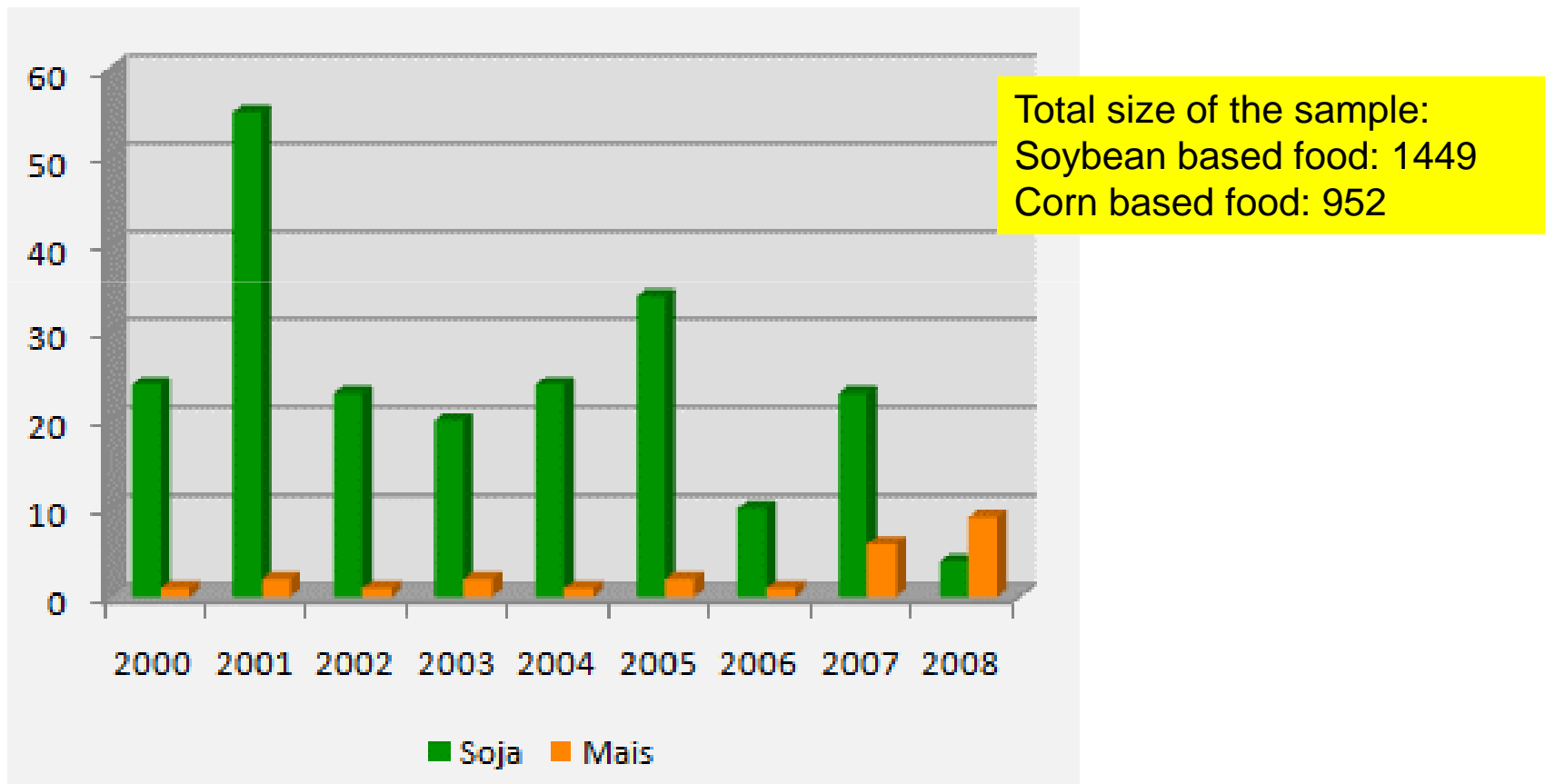
- Perceived environmental risks
- Perceived health risks to consumers
- Little to no (economic) benefits for consumers



Share of food products containing any GM component (in %; national average Germany)



Number of tests in which the share of GM content was above the threshold (0.9 %)



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Legal framework conditions (I)

1. **Two different legal permits (“deregulation”):**
 - to import, process and sell GM commodities / foods
 - to grow GM crops in the EU
2. **Foodstuff containing more than 0.9 % of permitted GM material has to be labeled as “contains GM material”.**
 - irrespective whether the GMO or it’s genes are still present or not (e.g. soy oil, sugar from GM beets)
3. **Adventitious (unintended) presence of GM ingredient in foodstuffs without labeling is only allowed if**
 - the respective “event” (foreign gene successfully integrated into a plant) has a permit to be placed on the market and
 - the share is less than 0.9 %

Legal framework conditions (II)

4. Foodstuffs & feedstuffs with any presence of not permitted events are totally forbidden in the EU.
⇒ High economic risk for food processors and GM companies
5. Out of 62 corn events checked by EFSA, only in 10 cases a deregulation for cultivation in the EU is applied for.
In rapeseed, the ratio is 2 out of 9.
Reason: GM companies want to make sure that their products don't cause major issues on EU food & feed markets. They don't believe in an EU market for GM crops.
6. In order to secure co-existence of non-GM and GM crops in the fields, EU member states have to establish respective obligations for growers
 - Secure minimum distance to neighboring fields (50 to 300 m)
 - Liability for damages is with the grower of GM crops
 - More details: www.ec.europa.eu/agriculture/gmo/coexistence/index_en.htm

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Protest at Campina (Landliebe) against milk from dairy fed on GM feedstocks





Anti-GM campaign against McDonald's for using GM soybean meal in beef



Last time Greenpeace was successful re. GM feedstock in chicken

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IMBISSKETTE REAGIERT AUF GREENPEACE-PROTESTE 14.11.2000

McDonald's will not use GM as a feedstock

ARTIKEL MULTIMEDIA KURSE

ap HAMBURG. Die Imbisskette McDonald's will nach Protesten der Umweltschutzorganisation Greenpeace von kommendem April an kein genmanipuliertes Tierfutter mehr an Geflügel verfüttern lassen. Das habe die deutsche Zentrale von McDonald's in einem Schreiben an Greenpeace zugesichert, teilte die Umweltschutzorganisation am Dienstag in Hamburg mit.

Im Juli hatte Greenpeace nachgewiesen, dass McDonald's genmanipuliertes Soja an Hühner verfüttern lässt, die dann als

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Gesprächsnotiz

METRO-Sitzung am 15.09.2003 zum Thema GVO

Teilnehmer:

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Frau [REDACTED] (METRO)
Herr [REDACTED] (B.I.)
Frau [REDACTED] (MS&L - Koordination ABE)
Herr [REDACTED] (Bayer CropScience - ABE)
Herr [REDACTED] (Monsanto - ABE)
Herr [REDACTED] (Dölle. Managementberatung)
Herr [REDACTED] (Dölle. Managementberatung)

Gesprächsort, Datum: Düsseldorf, 15. 09. 2003

Anlass des Gesprächs war die gegenwärtige Greenpeace-Kampagne gegen den METRO-Konzern. METRO hat in diesem Zusammenhang bereits ca. 6000 von Greenpeace gedruckte Postkarten von Verbrauchern erhalten, in denen u.a. aufgefordert wird, auf gentechnisch veränderte Produkte zu verzichten. Darüber hinaus gab es eine gezielte Aktion von Greenpeace Aktivisten im Future Store und an einigen Kaufhofstandorten. Neben der METRO haben sich auch Tengelmann und Aldi bisher nicht dem Druck von Greenpeace gebeugt; sie haben die geforderte Erklärung der Organisation nicht unterzeichnet.

Key points:

- Metro received 6,000 postcards demanding GM free declaration
- Greenpeace protests at stores
- ALDI and others are under fire as well
- Food producers substitute GM products with non-GM produce
- Consider joint action with other European retailers

Results:

- Note from the meeting was published
- No initiative of retailers
- Today: no labeled products on the shelves

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Conclusions (I)

1. Legally it is possible in the EU to process and market GM based raw products in food. However, in reality there is basically none you can buy.
2. EU Food producers heavily invest in sourcing GM free raw products and in testing for the absence of GM raw material.
3. Compared to risks associated with marketing of GM labeled food for the brand of a EU retailer, economic benefits from improved cropping don't count.
4. The wide spread anti-GM attitude among consumers in combination with rather active and vocal NGOs leaves no room for food processors and retailers to change their policy. The most sensitive consumers are the most vocal in society and the closest ties to Greenpeace and alike.

Conclusions (II)

5. **Yes, very likely consumers don't behave rational. But do we care about the lack of rationality when people spend 80,000 € for a Mercedes-Benz in order to drive from A to B?**
6. **Unless the EU will experience a major external shock – such as mandatory labelling for meat which has been produced from GM feedstock – there is no real economic incentive for retailers and branded food producers to change their mind.**
7. **This consumer attitude and the respective EU policy has a very negative impact on global development of GM traits and their marketing. The extremely expensive deregulation process (per trait at least several ten million US \$) creates a significant barrier to entry for “small” traits and “small” companies and public research institutions.**

Knowledge is our Business

Thank you for your interest



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