



## THE POTENTIAL IMPACTS OF MANDATORY LABELING FOR GENETICALLY ENGINEERED FOOD IN THE UNITED STATES

**CAST Issue Paper 54**  
Released April 28, 2014  
Chair: Dr. Alison Van Eenennaam  
[www.cast-science.org](http://www.cast-science.org)

### Total E-Contacts

*Total No. of E-Contacts as of January 15, 2015: 13,049*

*Total Web Connections as of January 15, 2015: 261*

*Website Hits as of January 15, 2015:*

*Issue Paper: 12,627*

*Ag QuickCAST: 4,460*

*CAST Website Statistics: Website visits tripled the week of the release vs. previous two month's averages.*

*Video Views of TF Chair Presentation: 820*

### Rollout/Release

This Issue Paper was released live on the CAST website and rolled out at three venues in Washington, D.C. On Monday, April 28, 2014, CAST joined with the National Coalition for Food and Agricultural Research (NC-FAR) to host two research seminars—the Capitol Hill labeling seminars were presented to Senate staffers in the morning and to House staffers at a noon luncheon. Task Force Chair Dr. Alison Van Eenennaam, Department of Animal Science, University of California–Davis, spoke at the sessions. The labeling issue was also front and center during a late-afternoon panel discussion cohosted by CAST and FoodPolicy.US. Dr. Van Eenennaam was joined by Dr. Mark Walton, Recombinetics; Thomas Redick, GEEC Law Practice; and Karil Kochenderfer, LINKAGES, on the panel. Dr. Charles Weiss, Georgetown University, was the moderator.

### Distribution of Announcements/News Releases

#### Listserves

- Media: 5,761
- Legislative Staffers (Senate & House): 1,800
- Additional E-Contacts: 5,488
  - *Friday Notes* recipients
  - News Information Groups
  - Deans of Agriculture
  - Company and Nonprofit Members
  - Society Presidents and Executives
  - Directors of Ag Experiment Stations
  - NASDA Administrators
  - Board Staff
  - Task Force Members

### Follow-On Activities

- Following the rollout of this Issue Paper, Task Force Chair Alison Van Eenennaam was contacted for several media, telephone, and radio interviews with various organizations, including the following:
  - **Tim Barker, Reporter, St. Louis Post-Dispatch, April 28, 2014.** *“Alison, I’m the agriculture/biotech reporter for the St. Louis Post-Dispatch in Missouri. I’m working on a story that involves the debate over GMO labeling. I just came across the paper written by you and several colleagues. I’d love to talk with you (or one of your co-authors) about your conclusions.”*
  - **John Herath, Executive Producer, Farm Journal Radio, April 28, 2014.** *“We would like to have someone from the GMO labeling impact study on AgriTalk radio at 10:15 a.m. Central this morning. The interview would be via telephone with AgriTalk host Mike Adams. Is someone available to discuss the findings of the study? If so, the call-in number is... Thanks.”*

- **Jim Kling, *Nature Biotechnology*, April 28, 2014.** “Hi Alison, I’d be interested in talking to you, perhaps later this week? In the meantime, is there a copy of the report available that I could look at? Thanks.”
- **Julie Harker, Anchor/Reporter, *Brownfield Ag News*, April 29, 2014.** “I’d like to do an interview with you about your paper on GMO labeling. Would it be possible to arrange something today or tomorrow over the phone? It would be recorded and edited.”
- **Jacqui Fatka, Policy Editor, *Feedstuffs*, April 29, 2014.** “Hello Dr. Van Eenennaam, I am doing a story regarding this release and wondered if you might be available to speak between 1 and 2:30 EST on Wednesday afternoon. Or since I’m assuming you’re on Pacific time, I could do it later on in the day depending on your schedule. Thank you.”
- **Ray Bowman, Farmstead Media Group, May 8, 2014.** “Would you be available for about 15 minutes next Monday or Tuesday to talk with me (by phone) about the CAST paper on GMO labeling for the Food and Farm Internet radio show? Thanks for your consideration.”
- **August 4, 2014.** “Hi Martina and Alison – As you know, we are battling yet another ballot initiative calling for GMO labeling in Oregon this year. In Oregon, they have a Citizen Review Panel, which evaluates the initiatives. As part of this process, this panel interviews representatives/experts from both sides of the initiative, and the campaign wanted me to ask if either or both of you were available/willing to be interviewed by the Citizen Review Panel on our behalf. The dates are August 21, 22, and 23 in Salem, and you can choose any of the three dates.”
- **Food Seminars International** hosted a webinar on this paper on June 11, 2014. Alison Van Eenennaam and Tom Redick presented information from the Issue Paper. There were 1,300 registrants from 41 countries; of those, there were 750 attendees.
- Elaine Watson, editor of *FoodNavigator-USA*, requested a copy of Issue Paper 54 for her article in *UC Davis News* titled “Label or Not to Label GMO Food?”
- Richard Comeau, **American Frozen Food Institute**, requested a copy of the Issue Paper as a resource for an economic impact analysis of GMO-related trade barriers on American food producers. He used the article for general information as well as a gateway to additional resources for calculating opportunity costs.
- Jacqui Fatka, Policy Editor of *Feedstuffs Magazine*, published an article titled “GMO Labeling Comes with Costs” on May 1, 2014. The article mentioned the new Issue Paper in depth while discussing the potential costs of mandatory labeling.
- William Lesser and Susan E. Lynch, **Dyson School of Applied Economics and Management, Cornell University**, mentioned this Issue Paper in a paper titled “Costs of Labeling Genetically Modified Food Products in N.Y. State.” This paper discussed the consequences of adopting a law mandating the labeling of genetically modified foods and aimed to allow a more fully informed discussion of the law in question.
- **The Snack Food Association** used this Issue Paper as a resource for their webinar on GE Labeling on June 4, 2014.
- **Intelligence Squared U.S.**, a debate series broadcast live from New York City on December 3, 2014, hosted a lengthy, entertaining debate with a timely premise: GMOs, Yes or No? Robert Fraley (Monsanto) and Alison Van Eenennaam (UC-Davis and CAST task force chair) argued for the motion; Charles Benbrook (Center for Sustaining Agriculture) and Margaret Mellon (Union of Concerned Scientists) spoke against the motion. The “For” team was declared the winner of the live audience vote: 60% For, 31% Against, 9% Undecided.
- Alison Van Eenennaam joined five other invited speakers who testified before the **U.S. House Committee on Energy and Commerce; Subcommittee on Health** on December 10, 2014. Her presentation was titled “Examining FDA’s Role in Regulation of Genetically Modified Food Ingredients” and she cited CAST Issue Paper 54 as a major resource for her testimony.
- A nationally renowned animal scientist spoke about genetically modified animals at the **University of Nebraska-Lincoln Heuermann Lecture** on January 13, 2015. Alison Van Eenennaam, a Cooperative Extension specialist in animal genomics and biotechnology in the Department of Animal Science at the University of California, Davis, spoke at 7 p.m. at the Nebraska Innovation Campus conference center. The title of Van Eenennaam’s talk was “Genetically Modified Animals: The Facts, the Fear Mongering and the Future.”

## Comments Received

- **Dirk Drost, Head, NAFTA Development Project & Portfolio Management, Syngenta Crop Protection, LLC, April 30, 2014.** The following note was sent to Dr. Alison Van Eenennaam and the CAST Board of Directors by Dirk Drost, who received the message from an Agribusiness source. *“This report is really making the rounds among the ag community and (I hope) non ag as well.”*
- **Tom Dempsey, CEO, Snack Food Association, April 30, 2014.** *“As CEO of the Snack Food Association and former President of a food manufacturer, this finally presents a balanced and in-depth discussion of GE. This should be mandatory reading for any state legislator considering state initiatives to mandatory labeling.”*
- **Barbara Schneeman (bosprs@icloud.com), University of California–Davis, May 6, 2014.** *“Alison: Thank you for an excellent CAST Issue Paper on labeling of GE foods. When I left UC-Davis for the FDA, I did not realize how close I would be to this issue. My staff worked on the guidance document you referred to and I headed the U.S. delegation when this issue was considered in Codex. It is a very emotional issue. It is so important for those regions considering a labeling requirement to understand the federal policy and the rationale behind it. I think your article does a great job in that regard. I have frequently had to discuss with proponents of labeling for safety reasons that you cannot label yourself out of a safety issue—if the product is not safe, it should not be on the market. As noted in your article, for those who promote choice, voluntary labeling is the most effective route.”*
- **Laura Foell, Director, United Soybean Association, CAST Board of Representatives, May 9, 2014:** *“That Issue Paper came out at a good time for me. This week I spoke to a group of dieticians (nationwide restaurants) about soybeans and ag in general. One of the questions that came up was about labeling. I just happened to pull that paper out of my bag and shared it with the group. They were given the web link for the Issue Paper, so hopefully several of them will read or download the information.”*
- **Dr. Ann Bruce, Research Fellow and ESRC-NERC Agri-food Knowledge Exchange Fellow, Science, Technology and Innovation Studies & Innogen Institute, University of Edinburg, October 1, 2014.** *“Your briefing on labeling was highly commended at a 2014 conference in Slovenia.”*
- **Dr. David Scarfe, American Veterinary Medical Association, October 23, 2014.** *“There have been so many instances where this paper has been cited, I gave up a long time ago trying to track them. I honestly believe this one has had the greatest impact compared to anything in the last 15 years. I was at the NIAA (National Institute for Animal Agriculture) meeting earlier this week and at least two keynote speakers referred to it. And the impact is likely to continue for a long time to come. It gives me warm feelings we did the right thing.”*

## Internet and Website Connections

### AgLineNews.com

Accessed May 2, 2014

<http://aglinenews.com/NewSite/archives/news.04.30.14.htm>

### AgProfessional

Accessed May 13, 2014

<http://www.agprofessional.com/news/New-CAST-paper-looks-at-GE-food-labeling-debate-257039661.html>

### AgriMarketing

Accessed April 30, 2014

<http://www.agrimarketing.com/s/88682>

### AgriMarketing Magazine

Accessed July 21, 2014

### AgriPulse

Accessed April 30, 2014

[http://agri-pulse.com/Report-US-doesnt-need-mandatory-GMO-labeling-04282014.asp#.U15lqg\\_1Gd4.twitter](http://agri-pulse.com/Report-US-doesnt-need-mandatory-GMO-labeling-04282014.asp#.U15lqg_1Gd4.twitter)

**AgriPulse**

Accessed December 12, 2014

<http://www.agri-pulse.com/House-members-debate-need-for-national-GMO-labeling-standards-12112014.asp#.VIIRiVwO95s.twitter>

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Accessed May 5, 2014

<http://www.multibriefs.com/briefs/aic/050114.html>

**American Society of Animal Science**

Accessed May 2, 2014

<http://takingstock.asas.org/?p=11645>

**ANR News Releases**

Accessed April 30, 2014

<http://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=13719>

**Aqua Bounty Technologies**

Accessed May 27, 2014

<http://aquabounty.com/new-cast-issue-paper-looks-at-the-controversy-surrounding-the-ge-food-labeling-debate/>

**Biotechnology Industry Organization**

Accessed May 12, 2014

Email (Newsletter)

**BIotechNOW**

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<http://www.biotech-now.org/food-and-agriculture/2014/04/scientific-community-weighs-in-on-gmo-labeling#>

**Bovine Veterinarian**

Accessed May 2, 2014

<http://www.bovinevetonline.com/news/GMO-labeling-Not-without-costs-257060251.html>

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[http://brownfieldagnews.com/2014/05/05/implications-mandatory-ge-labels/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=implications-mandatory-ge-labels](http://brownfieldagnews.com/2014/05/05/implications-mandatory-ge-labels/?utm_source=rss&utm_medium=rss&utm_campaign=implications-mandatory-ge-labels)

**CAS-TWAS Centre of Excellence for Biotechnology**

Accessed May 13, 2014

<http://www.cas-twas-coebio.org/rad/show?id=928>

**Cowboy Byte**

Accessed April 30, 2014

<http://cowboybyte.com/30094/new-cast-paper-looks-ge-food-labeling-debate/>

**Daily Democrat**

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[http://www.dailydemocrat.com/breakingnews/ci\\_25654972/genetically-engineered-food-labeling-examined-new-paper-authored#](http://www.dailydemocrat.com/breakingnews/ci_25654972/genetically-engineered-food-labeling-examined-new-paper-authored#)

**Dairy Herd Management**

Accessed April 30, 2014

<http://www.dairyherd.com/e-newsletters/dairy-daily/New-CAST-paper-looks-at-GE-food-labeling-debate-257039661.html?ref=661>

**Dairy Herd Management**

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<http://www.dairyherd.com/dairy-news/latest/GMO-labeling-Not-without-costs-257060251.html>

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<http://www.cattlenetwork.com/e-newsletters/drovers-daily/GMO-labeling-Not-without-costs-257060251.html>

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<http://www.cattlenetwork.com/e-newsletters/drovers-daily/Commentary--Doing-a-180-on-GMO-labeling-257237381.html?view=all>

**Energy & Commerce Committee**

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<http://energycommerce.house.gov/hearing/examining-fdas-role-regulation-genetically-modified-food-ingredients>

**Eventbrite**

Accessed April 30, 2014

<http://www.eventbrite.com/e/panel-discussion-potential-impacts-of-mandatory-gmo-labeling-in-the-us-tickets-11270826345>

**Examiner**

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<http://www.examiner.com/article/gmo-labeling-wisdom-cast-doubt-by-extensive-report>

**Farm Futures**

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<http://farmfutures.com/story-ag-scientists-voluntary-gmo-food-labeling-already-provides-consumer-choice-0-111819>

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<http://farmprogress.com/story-gmo-labeling-battle-lines-form-northeast-9-112356>

**Feedstuffs**

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<http://feedstuffs.com/story-impact-mandatory-ge-labeling-evaluated-45-111618>

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<http://feedstuffsfoodlink.com/story-gmo-labeling-comes-costs-71-112015>

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<http://feedstuffs.com/story-scientific-safety-biotech-foods-confirmed-house-hearing-45-121392>

**Food (paper.li)**

Accessed June 3, 2014

<http://paper.li/INTLRevolver/1299639852>

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Accessed May 2, 2014

[http://www.foodbusinessnews.net/articles/news\\_home/Regulatory\\_News/2014/04/CAST\\_Reason\\_should\\_guide\\_GMO\\_1.aspx?ID={E6B1A08D-7E25-478F-9665-EFC750CDB5ED}&cck=1](http://www.foodbusinessnews.net/articles/news_home/Regulatory_News/2014/04/CAST_Reason_should_guide_GMO_1.aspx?ID={E6B1A08D-7E25-478F-9665-EFC750CDB5ED}&cck=1)

**Food Directions, LLC**

Accessed May 5, 2014

<http://fooddirectionsllc.com/2014/05/02/things-you-need-to-know-51st-edition/>

**Food Industry Environmental Network (FIEN), LLC (Jimmy Jiu)**

Accessed April 30, 2014

Email

**Food Insight**

Accessed June 9, 2014

[http://www.foodinsight.org/Newsletter/Detail.aspx?topic=NEWS\\_BITE\\_New\\_CAST\\_paper\\_To\\_Label\\_or\\_Not\\_to\\_Label\\_A\\_Look\\_at\\_the\\_Issue\\_of\\_Labeling\\_Genetically\\_Engineered\\_Foods](http://www.foodinsight.org/Newsletter/Detail.aspx?topic=NEWS_BITE_New_CAST_paper_To_Label_or_Not_to_Label_A_Look_at_the_Issue_of_Labeling_Genetically_Engineered_Foods)

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<http://foodpolicy.us/events>

**Food Safety News**

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<http://www.foodsafetynews.com/2014/05/powers-contributed-draft/#.U3JNcHa8pLM>

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<http://www.foodsafetynews.com/2014/12/congressional-hearing-looks-at-fdas-role-in-gmo-regulation/#.VLQQ5smLUuf>

**Food Seminars International**

Accessed June 20, 2014

Email

**Futurity**

Accessed October 27, 2014

<http://www.futurity.org/paper-reason-single-gm-foods-mandatory-labeling/>

**Genetic Literacy Project**

Accessed May 2, 2014

<http://www.geneticliteracyproject.org/2014/05/02/no-science-based-reason-to-justify-mandatory-gmo-labeling-study-concludes/#.U2PkiqK8pLM>

**GMO Pundit a.k.a David Tribe**

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<http://gmopundit.blogspot.com/>

**Healthy Happy Paws**

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[http://www.hoards.com/IB\\_Mandatory\\_Labeling\\_%20Genetically\\_Engineered\\_Food](http://www.hoards.com/IB_Mandatory_Labeling_%20Genetically_Engineered_Food)

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Accessed January 13, 2015

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**Illinois Crop Improvement Association**

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[http://www.iowafarmertoday.com/news/crop/whether-consumers-will-gain-or-lose-with-gmo-labeling-remains/article\\_d367d3d4-e830-11e3-911e-0019bb2963f4.html](http://www.iowafarmertoday.com/news/crop/whether-consumers-will-gain-or-lose-with-gmo-labeling-remains/article_d367d3d4-e830-11e3-911e-0019bb2963f4.html)

**Iowa State University College of Agriculture and Life Sciences**

Accessed April 30, 2014

Email (Newsletter)

**Iowa State University College of Agriculture and Life Sciences**

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**ISB News Report**

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<http://www.isb.vt.edu/news/2014/May/CAST.pdf>

**KTXD 47**

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<http://www.ktxdtv.com/story/25357265/new-cast-issue-paper-the-potential-impacts-of-mandatory-labeling-for-ge-food-in-the-united-states>

**Lone Star Standard**

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[http://www.lonestarstandard.com/agriculture/58739-report\\_shows\\_gmo\\_labeling\\_comes\\_with\\_costs.html](http://www.lonestarstandard.com/agriculture/58739-report_shows_gmo_labeling_comes_with_costs.html)

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[http://www.nhrighttoknowgmo.org/Of\\_Interest/Entries/2014/5/3\\_CAST.html](http://www.nhrighttoknowgmo.org/Of_Interest/Entries/2014/5/3_CAST.html)

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[http://www.oklahomafarmreport.com/wire/news/2014/05/06646\\_CASTStudyGMOs05022014\\_151301.php#.U3JR1Ha8pLM](http://www.oklahomafarmreport.com/wire/news/2014/05/06646_CASTStudyGMOs05022014_151301.php#.U3JR1Ha8pLM)

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<http://sfa.org/events.php>



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Accessed May 2, 2014

<http://www.swineweb.com/cast-issue-paper-potential-impacts-mandatory-labeling-ge-food-u-s/>

**Texas Farm Bureau**

Accessed May 22, 2014

<http://www.texasfarmbureau.org/newsmanager/templates/DailyNews.aspx?articleid=17768&zoneid=1>

**The Bullvine**

Accessed May 27, 2014

<http://www.thebullvine.com/news/potential-impacts-mandatory-labeling-genetically-engineered-food-united-states/>

**The Messenger**

Accessed June 26, 2014

<http://www.messengernews.net/page/content.detail/id/576638/Mandating-GMO-labels.html?nav=5003>

**The Progressive Farmer**

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<http://www.dtnprogressivefarmer.com/dtnag/common/link.do;jsessionid=AA0B0443541C79ECECFF959DE6D512BE.agfreejvm2?symbolicName=/ag/blogs/template1&blogHandle=policy&blogEntryId=8a82c0bc43a1ab8d0145a8cc83fc1424&DCMP=Chris>

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[http://www.pfb.com/index.php?option=com\\_content&view=article&id=848&Itemid=277](http://www.pfb.com/index.php?option=com_content&view=article&id=848&Itemid=277)

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## Social Media

[ @GGruere ] “@CASTagScience Issue Paper (2014): The potential impact of GM food labeling in the US <https://www.cast-science.org/download.cfm?PublicationID=282271&File=1e3069c036e425fac63b535f644b6e217a20TR...>”  
(11:39 am • 27 Apr 2014)

[ @AllianceToFeed ] “Check out @CASTagScience new paper: Impacts of mandatory #GMO labeling [ow.ly/weAUd](http://ow.ly/weAUd)”  
(6:57 am • 28 Apr 2014)

[ @nswigginton ] “@CASTagScience report: The potential (negative) impacts of mandatory labeling for GE food in the USA (pdf) [cast-science.org/file.cfm/media/products/digitalproducts/CAST\\_Issue\\_Paper\\_54\\_web\\_optimized\\_29B2AB16AD687.pdf...](http://cast-science.org/file.cfm/media/products/digitalproducts/CAST_Issue_Paper_54_web_optimized_29B2AB16AD687.pdf...)”  
(8:24 am • 28 Apr 2014)

[ @JaysonLusk ] “New paper by @CASTagScience on mandatory labeling of genetically engineered foods [#GMO](http://cast-science.org/publications/?the_potential_impacts_of_mandatory_labeling_for_genetically_engineered_food_in_the_united_states&show=product&productID=282271...)”  
(8:42 am • 28 Apr 2014)

[ @NASDAnews ] “To label or not to label? @CASTagScience published new paper on #GE food. #gmoanswers [pic.twitter.com/8y7ntKc0Gn](http://pic.twitter.com/8y7ntKc0Gn)”  
(4:37 pm • 28 Apr 2014)

[ @pcronald ] “Excellent summary. The Potential Impacts of Mandatory Labeling for Genetically Engineered Food in the United States [cast-science.org/file.cfm/media/products/digitalproducts/CAST\\_Issue\\_Paper\\_54\\_web\\_optimized\\_29B2AB16AD687.pdf...](http://cast-science.org/file.cfm/media/products/digitalproducts/CAST_Issue_Paper_54_web_optimized_29B2AB16AD687.pdf...)”  
(5:24 pm • 28 Apr 2014)

[ @FeedFolks ] “@CASTagScience rolled out new research paper on GMO labeling this week: To Label or Not to Label? [conta.cc/1pJSeK0](http://conta.cc/1pJSeK0)”  
(8:29 am • 29 Apr 2014)

[ @Bovidiva ] “New @CASTagScience Issue paper on potential for #GMO #food labeling. Well worth a read. [cast-science.org/publications/index.cfm?utm\\_source=Press+Release+-+GE+Labeling&utm\\_campaign=GE+Labeling+Press+Release&utm\\_medium=email...](http://cast-science.org/publications/index.cfm?utm_source=Press+Release+-+GE+Labeling&utm_campaign=GE+Labeling+Press+Release&utm_medium=email...)”  
(2:06 pm • 29 Apr 2014)

[ @KSUCROPS ] “#KSUCROPS UPDATE: #Impacts on #Mandatory #Labeling for #GMO food in #US. Check this great article @CASTagScience: [bit.ly/GMOlabels](http://bit.ly/GMOlabels)”  
(2:13 pm • 29 Apr 2014)

[ @bradleymckinney ] “@CASTagScience report: #GMO labeling comes with costs, marketplace already has options for non-GMO preferences <http://feedstuffsfoodlink.com/story-gmo-labeling-comes-costs-71-112015...>”  
(3:32 pm • 30 Apr 2014)

[ @MWFPA ] “GMO labeling wisdom cast in doubt by extensive report [examiner.com/article/gmo-labeling-wisdom-cast-doubt-by-extensive-report...](http://examiner.com/article/gmo-labeling-wisdom-cast-doubt-by-extensive-report...) via @examinercom”  
(10:22 am • 2 May 2014)

[ @JustFoodERP ] “#GMO labeling wisdom cast in doubt by extensive @CASTagScience report [examiner.com/article/gmo-labeling-wisdom-cast-doubt-by-extensive-report...](http://examiner.com/article/gmo-labeling-wisdom-cast-doubt-by-extensive-report...) via @examinercom RT @MWFPA”  
(11:57 am • 14 May 2014)

[ @yaours ] “Potential impacts of mandatory labeling for #GMO #food in the #US [bit.ly/1hNh82w](http://bit.ly/1hNh82w) @CASTagScience”