

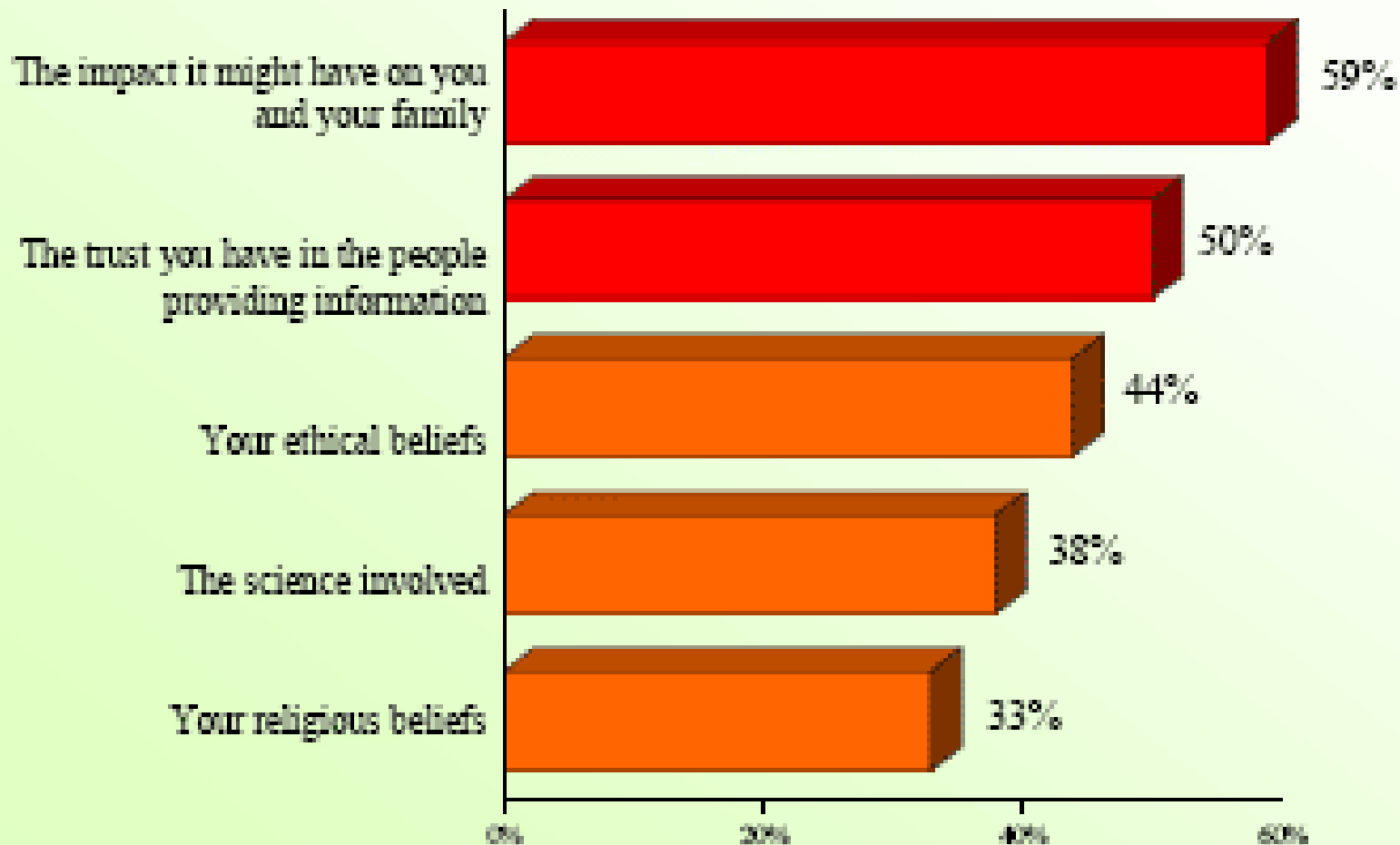
# **Public Opinion About Cloning**

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Senior Vice President, Public  
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## "The Impact On You And Your Family" Is The Most Important Determining Factor For Support Of Biotechnology

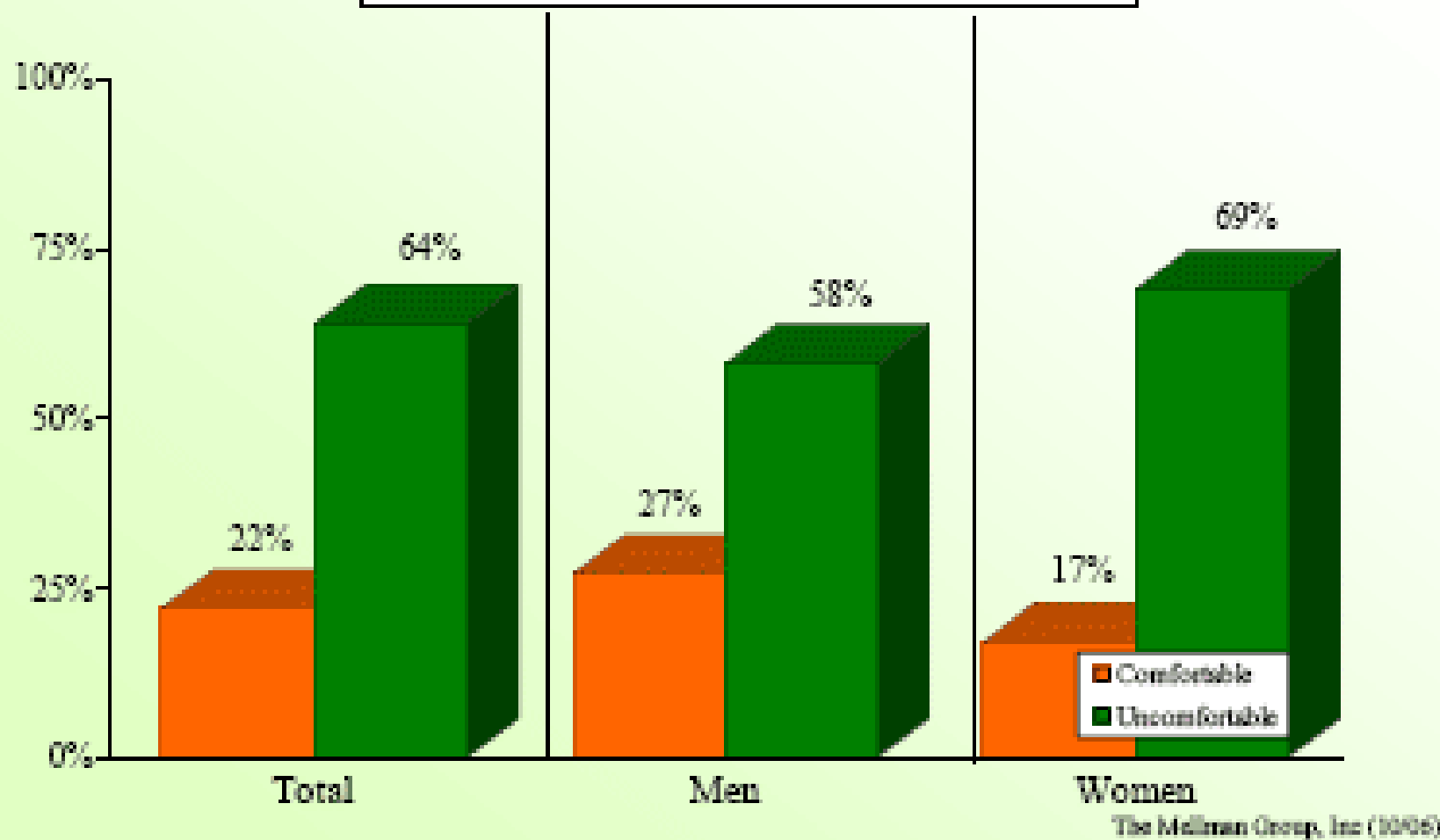
*96 very important reason in determining whether to favor or oppose genetic modification*





## Nearly Two Thirds Are Uncomfortable With Animal Cloning, And There Is A Gender Gap

Comfort With Animal Cloning By Gender



# Faith in FDA Approval

- Six out of ten Americans would continue to buy – or consider continuing to buy – meat from clones and offspring if FDA says it's safe.
- 59 percent believe animal cloning involves genetic modification
- 69 percent believe it will become routine in the future

Source: UMD Center for Food, Nutrition and Ag Policy, Dec. 2006, phone poll, 1,000 consumers

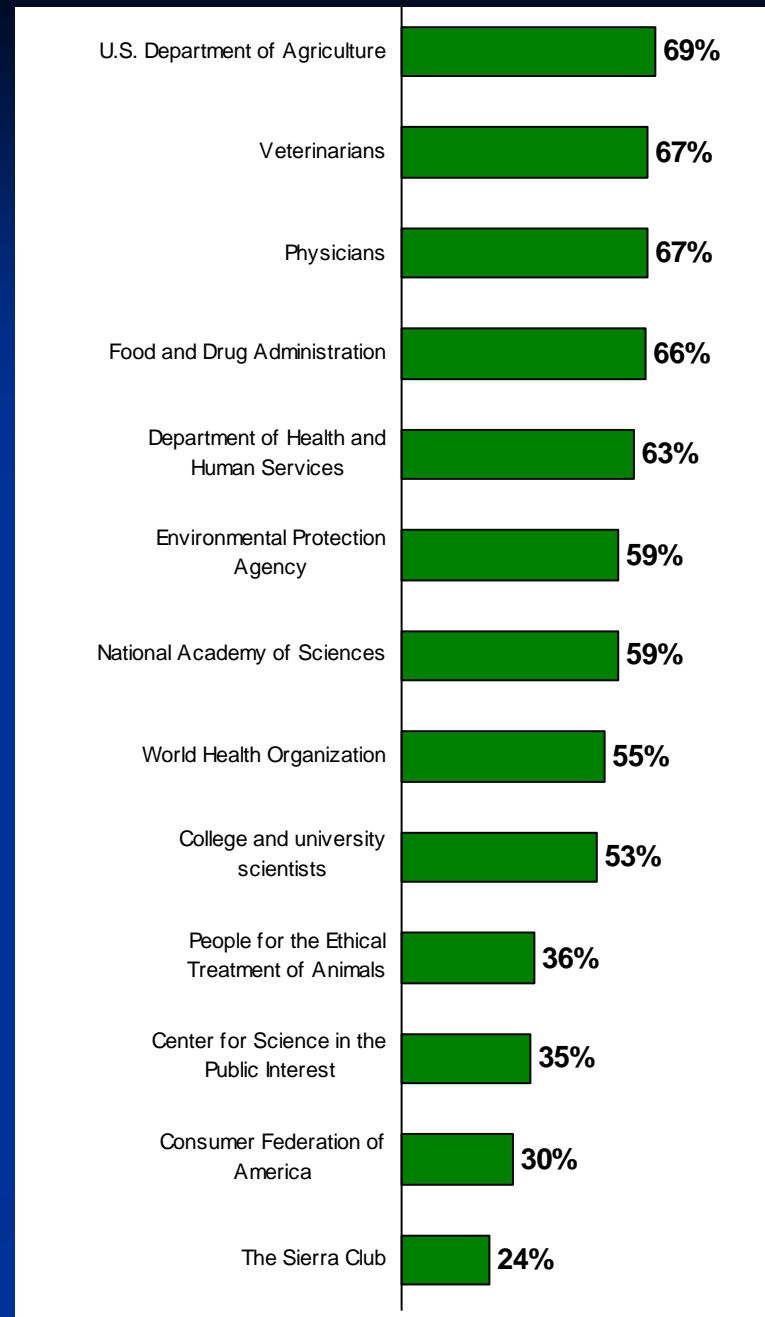
# Discomfort With Cloning

- Two-thirds uncomfortable using cloning to reproduce livestock
  - Morally wrong 32%
  - Food safety concern 26%
  - Lead to human cloning 23%
  - Animal welfare 14%

Source: UMD Center for Food, Nutrition and Ag Policy, Dec. 2006, phone poll, 1,000 consumers

# Percent That Trust Various Sources A Great Deal or a Moderate Amount

Source: KRC Research for Viagen, October 2005



# Information That Increases Consumer Comfort

*Next, I'm going to read you more information about animal cloning techniques. For each one, tell me if that statement makes you more comfortable or less comfortable with food from animals bred using cloning techniques. (First next), READ ITEM Would you say that statement makes you more comfortable or less comfortable with food from animals bred using reproductive cloning techniques?*

## Percent Say "More Comfortable"

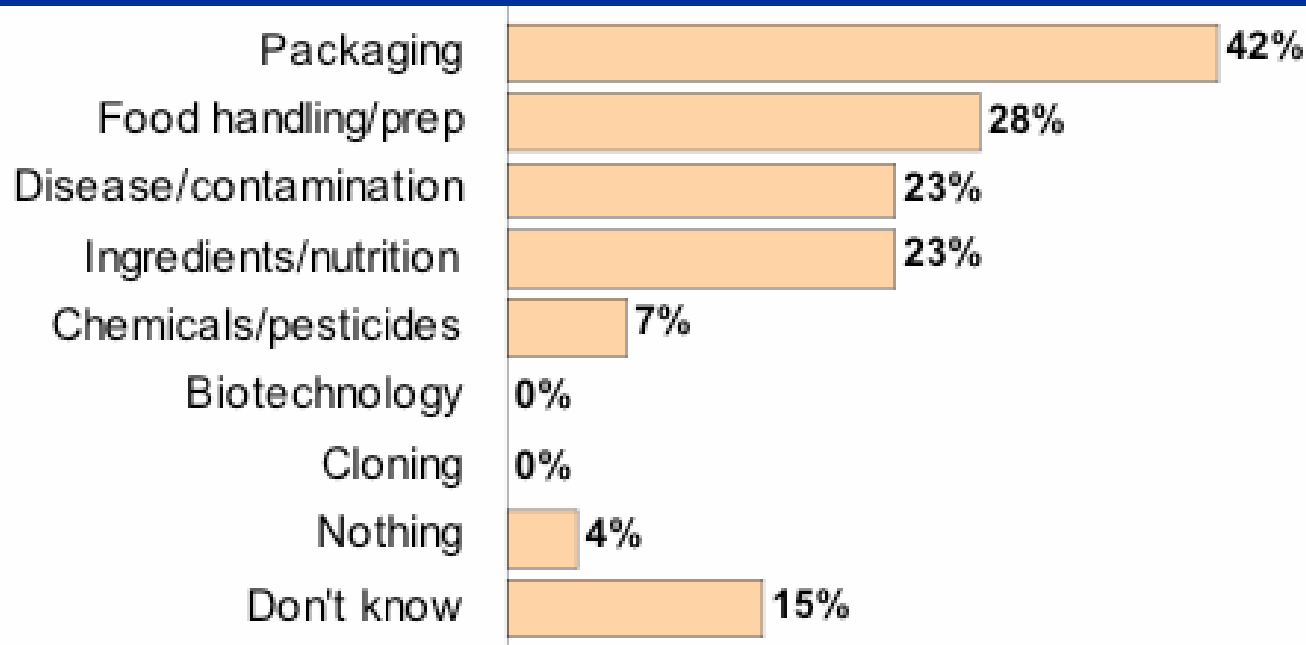
Animal cloning is carefully regulated. Three different government agencies ensure the safety of animal cloning in livestock for food, including the FDA, the Department of Agriculture, and the Environmental Protection Agency.	57
Similar to in vitro fertilization, cloned animals begin in a laboratory, but then are born to their mothers in the usual way and grow up just like other animals.	57
The National Academy of Sciences reviewed all research on animal cloning and determined that there are no food safety concerns posed by the offspring of cloned animals.	54
Evidence from over 100 scientific studies conducted over several decades from many generations—with large families of cloned livestock—shows that cloning is a safe method for reproducing animals.	53
The companies that use cloning techniques to reproduce animals are strongly opposed to human cloning, as are international bodies such as the United Nations and most governments.	53
Animal cloning techniques have improved dramatically over the past decade. Cloned livestock are just as healthy as other animals.	51
Animal cloning does not involve genetic modification—cloning involves making a genetic replica of an ancestor without modifying its genes.	50
Animal cloning is the most promising development in animal breeding in fifty years.	42

# Clones v. Offspring

- Modestly higher level of purchase intent for meat from offspring (39 percent very/somewhat likely) v. clones (33 percent)
- Modestly lower level of negative purchase intent for meat from offspring (57 percent not too likely/not at all) v. clones (63 percent)

# Consumer Attitudes

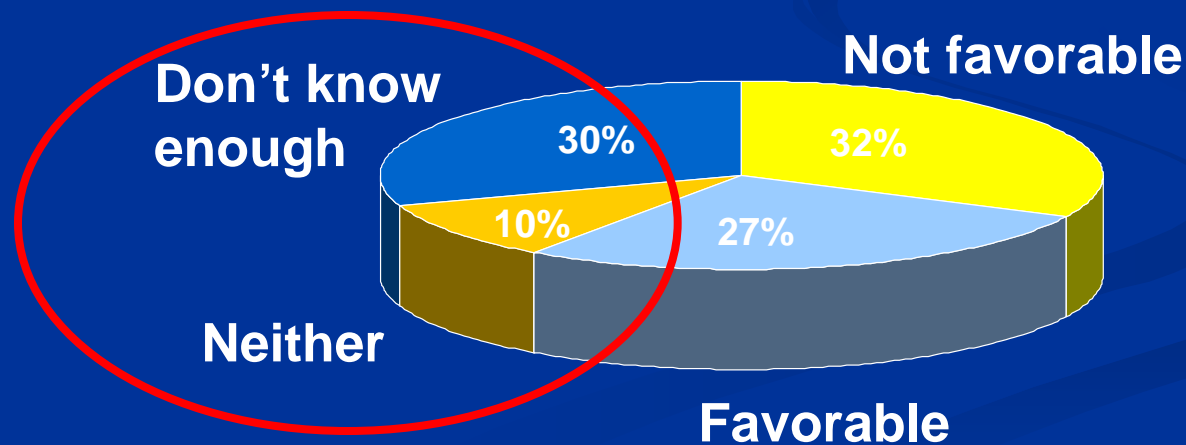
- Cloning Not a Food Safety Concern
  - Poll: what, if anything, are you concerned about when it comes to food safety?



Open-ended question, asked by Cogent Research for the International Food Information Council (IFIC) in a nationally representative survey of 1,000 adults, March 2005. Margin of error  $\pm 3.1$  percentage points.

# Consumer Attitudes

- Attitudes are Soft
  - Poll: What is your overall impression of using animal biotechnology with animals that produce food products, such as meat, milk, and eggs? Would you say...

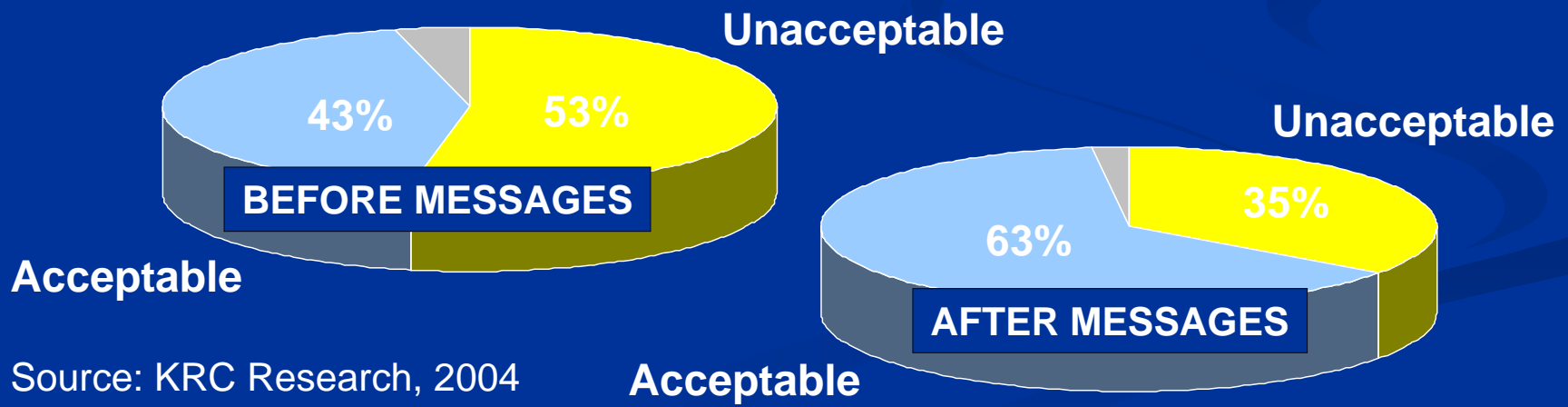


Source:  
IFIC 2005

# Consumer Attitudes

## ■ Attitudes are Changeable

- Poll: Now that you've heard more about cloning, would you say the use of cloning in farming, ranching, and food production is completely acceptable, somewhat acceptable, somewhat unacceptable, or completely unacceptable?



# Rutgers: In-Depth Interviews

- Negative initial reactions
- Confusion over genetic modification v. cloning
- Lack of understanding of gestation/false fluency
- Questions/concerns go beyond science into ethics/morality

Source: Rutgers University Food Policy Institute, Nov. 2006

# Lessons from the rbST Experience

- Public opinions showed consumer concern
- Analysts predicted 20 percent drop
- “Undiminished consumer demand for milk may indicate that consumers will also accept other food products from biotechnology”
- “While scientific evidence of food safety will not prevent controversy over biotech foods, controversy will not necessarily inhibit consumer demand for the food.”
  - Source: USDA ERS, 1998

# BSE Case Study

- **First case led to highest level of BSE awareness**
- **...and highest level of beef safety confidence**

# The Label Question

# Open Ended

- Can you think of any information that is not currently on food labels that you would like to see on food labels...?
  - No – 82%
  - Yes --18%
    - Nutrition info 7%
    - Ingredients 3%
    - Source/processing info 3%
    - Food safety info 1%
    - Biotech 1%
    - Other 5%

Source: Cogent Research for IFIC 2006

# Aided Labeling Question

- FDA requires special labeling if biotechnology introduces an allergen or changes food's nutrition composition...otherwise, labeling is not required. Do you...
  - Strongly support 40%
  - Somewhat support 24%
  - Somewhat oppose 8%
  - Strongly oppose 4%
  - Neither support/nor oppose 24%

# The Bottom Line

- Biotech not top of mind
- More comfort with transgenics
- Little distinction between clones and offspring
- Knowledge limited
- Views still soft, “uncrystallized”
- Little demand for labels
- Consumer education about benefits can lead to acceptance

# Where Will Consumers Be A Year From Now?

***“Past results are not a  
guarantee of future  
performance!”***

# AMI Planned Actions

- Coordinated messages
- Meat Matters Brochure
- MAT releases
- Addition to Meatsafety.org
- Media outreach as needed



**Thank you.**

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