

Vermont Attorney General's GE Food Labeling Rule Questionnaire

Summary of Results – Responses Collected June 2014.

All respondents were asked the following questions:

Q1. Where do you live?

Response	Percent	Frequency
Vermont	82.15	1,832
Other U.S. state or territory	15.52	346
Other	2.33	52
Total	100	2,230

Q2. Which of the following categories best describes you? Please select one.

Response	Percent	Frequency
Consumer	82.42	1,838
Distributor	0.67	15
Farmer	7.76	173
Processor (including specialty food producers)	5.52	123
Retailer (including restaurants)	3.63	81
Total	100	2,230

Respondents identifying as consumers were asked the following questions:

Q3. On packaged foods (for example, crackers, soda, cereals), where should the GE food disclosure be located? Please select one.

Response	Percent	Frequency
Anywhere on package – not important where	8.54	132
Anywhere on the back of the package	0.84	13
Anywhere on the bottom of the package	0.71	11
Anywhere on the front of the package	32.86	508
Anywhere on either side panel of the package	0.39	6
Near the list of ingredients, wherever it may be located	34.99	541
Near the Nutrition Facts label, wherever it may be located	16.88	261
Other	4.79	74
Total	100	1,546

Q4. How prominent should the GE food disclosure be on packaged foods? Using the Nutrition Facts label pictured to the right as an example, should the disclosure be as prominent as (please select one):

Response	Percent	Frequency
The words "Nutrition Facts"	43.45	667
The word "Calories"	34.92	536
The phrase "Servings Per Container"	8.34	128
The sentence "Percent Daily Values are based on a 2,000 calorie diet."	4.82	74
Other	8.47	130
Total	100	1,535

Q5. The law requires any raw agricultural product that is not separately packaged (for example, loose potatoes or squash) to have a disclosure bearing the words "produced with genetic engineering" posted on the retail store shelf or bin in which it is displayed. Where should this disclosure be located? Please select one.

Response	Percent	Frequency
Somewhere on the shelf or bin – not important where	7.04	108
On the shelf or bin, separate from any other signage	4.69	72
On any sign identifying the product (for example, "navel oranges" or "yellow onions") and/or the product price, wherever it may be located	21.04	323
On each sign identifying the product (for example, "navel oranges" or "yellow onions") and/or the product price, wherever they may be located	62.48	959
Other	4.76	73
Total	100	1,535

Q6. The law also applies to certain unpackaged prepared foods typically sold outside of restaurants (for example, potato salad and macaroni salad sold at a supermarket deli). For unpackaged prepared foods, where should the GE food disclosure be located? Please select one.

Response	Percent	Frequency
Affixed to the container in which the food product is displayed – not important where	15.90	244
Affixed to the container in which the food product is displayed, separate from any other signage	15.83	243
On any sign identifying the product (for example, “coleslaw”) and/or the product price, wherever it may be located	14.20	218
On each sign identifying the product (for example, “coleslaw”) and/or the product price, wherever they may be located	43.91	674
On the case (for example, a sticker on the deli case)	3.39	52
On the counter (for example, a sign or placard on the counter)	1.37	21
Other	5.41	83
Total	100	1,535

Q7. The law also applies to bulk food items (for example, bulk granola or coffee beans sold at food co-ops, health food stores and some supermarkets). For bulk foods, where should the GE food disclosure be located? Please select one.

Response	Percent	Frequency
Somewhere on the bin containing the bulk food product – not important where	14.17	218
On the bin containing the bulk food product, separate from any other signage	16.32	251
On any sign identifying the product (for example, “maple-walnut granola” or “dark roast”) and/or product price, wherever it may be located	16.58	255
On each sign identifying the product (for example, “maple-walnut granola” or “dark roast”) and/or product price, wherever they may be located	48.89	752
Other	4.03	62
Total	100	1,538

Q8. Should GE food labels include a disclaimer that “the Food and Drug Administration does not consider foods produced from genetic engineering to be materially different from other foods”?

Response	Percent	Frequency
Yes - for all foods	27.06	408
Yes - but only for packaged foods	1.66	25
Yes - but only for raw agricultural products that are unpackaged	0.27	4
No	71.02	1,071
Total	100	1,508

Respondents identifying as retailers were asked the following questions:

Q11. Where is the easiest place to post the GE food disclosure? Please select one.

Response	Percent	Frequency
Somewhere on the shelf or bin – not important where	13.33	6
On the shelf or bin, separate from any other signage	11.11	5
On any sign identifying the product (for example, “navel oranges” or “yellow onions”) and/or the product price, wherever it may be located	33.33	15
On each sign identifying the product (for example, “navel oranges” or “yellow onions”) and/or the product price, wherever they may be located	35.56	16
Other	6.67	3
Total	100	45

Q13. Retailers also do not have to label raw agricultural products that they receive separately packaged and ready for sale. Select all of the following that you believe are “packaged”:

Response	Percent	Frequency
Closeable bag or carton (for example, grapes, berries)	90.70	39
Non-closeable bag (for example, apples)	69.77	30
Mesh bag (for example, onions, oranges)	90.70	39
Plastic slip cover (for example, lettuce)	67.44	29
Plastic wrap or cellophane (for example, cucumber)	81.40	35
Rubber band (for example, broccoli, asparagus)	39.53	17
Sticker (for example, on bananas)	46.51	20
Tag only (for example, on cabbage)	32.56	14
Twist tie (for example, fresh herbs)	37.21	16
Unsealed bag closed with twist tie, plastic tab, or other similar means (for example, carrots)	76.74	33
Any product bearing a label that identifies the product	58.14	25
Total		43

Q14. The law also applies to bulk food items (for example, bulk granola or coffee beans sold at food co-ops, health food stores and some supermarkets). For bulk foods, where should the GE food disclosure be located? Please select one.

Response	Percent	Frequency
Somewhere on the bin containing the bulk food product – not important where	14.89	7
On the bin containing the bulk food product, separate from any other signage	14.89	7
On any sign identifying the product (for example, “maple-walnut granola” or “dark roast”) and/or product price, wherever it may be located	27.66	13
On each sign identifying the product (for example, “maple-walnut granola” or “dark roast”) and/or product price, wherever they may be located	34.04	16
Other	8.51	4
Total	100	43

Q16. Read through the following options and select those food items that are “prepared and intended for immediate human consumption”:

Response	Percent	Frequency
A pint (one 16-oz. container) of a deli item (for example, pasta salad)	86.05	37
Two quarts (two 32-oz. containers) of a deli item (for example, potato salad)	72.09	31
A quarter of a pound of mixed items from a salad bar (for example, lettuce, cucumbers, tomatoes)	83.72	36
A quart (one 32-oz. container) of hot soup from a soup bar	83.72	36
A cup (one 8-oz. container) of hot soup from a soup bar	93.02	40
A half-pint (one 8-oz. container) of items from an olive bar (for example, olives, marinated peppers)	67.44	29
A single bakery item (for example, a muffin)	90.70	39
A half-dozen bakery items (for example, bagels)	58.14	25
Total		43

Q18. Should GE food labels include a disclaimer that “the Food and Drug Administration does not consider foods produced from genetic engineering to be materially different from other foods”?

Response	Percent	Frequency
Yes - for all foods	51.16	22
Yes - but only for packaged foods		
Yes - but only for raw agricultural products that are unpackaged		
No	48.84	21
Total	100	43

Respondents identifying as distributors, farmers, or processors were asked the following questions:

Q21. On packaged foods (for example, crackers, soda, cereals), where should the GE food disclosure be located? Please select one.

Response	Percent	Frequency
Anywhere on package – not important where	10.31	23
Anywhere on the back of the package	2.24	5
Anywhere on the bottom of the package	1.35	3
Anywhere on the front of the package	17.49	39
Anywhere on either side panel of the package	0.90	2
Near the list of ingredients, wherever it may be located	43.50	97
Near the Nutrition Facts label, wherever it may be located	12.11	27
Other	12.11	27
Total	100	223

Q22. How prominent should the GE food disclosure be on packaged foods? Using the Nutrition Facts label pictured to the right as an example, should the disclosure be as prominent as (please select one):

Response	Percent	Frequency
The words “Nutrition Facts”	25.56	57
The word “Calories”	28.70	64
The phrase “Servings Per Container”	12.56	28
The sentence “Percent Daily Values are based on a 2,000 calorie diet.”	20.63	46
Other	12.56	28
Total	100	233

Q23. The law also applies to bulk food items (for example, bulk granola or coffee beans sold at food co-ops, health food stores and some supermarkets). For bulk foods, where should the GE food disclosure be located? Please select one.

Response	Percent	Frequency
Somewhere on the bin containing the bulk food product – not important where	24.32	54
On the bin containing the bulk food product, separate from any other signage	16.22	36
On any sign identifying the product (for example, “maple-walnut granola” or “dark roast”) and/or product price, wherever it may be located	18.47	41
On each sign identifying the product (for example, “maple-walnut granola” or “dark roast”) and/or product price, wherever they may be located	28.83	64
Other	12.16	27
Total	100	222

Q24. The law also applies to raw agricultural products (for example, potatoes and squash). While producers, farmers, processors, and/or distributors may be required to label raw agricultural products that retailers receive packaged and ready for sale, retailers are required to label raw agricultural products that are not separately packaged for retail sale. Select all of the following that you believe are “packaged”:

Response	Percent	Frequency
Closeable bag or carton (for example, grapes, berries)	75.13	148
Non-closeable bag (for example, apples)	58.38	115
Mesh bag (for example, onions, oranges)	70.05	138
Plastic slip cover (for example, lettuce)	59.39	117
Plastic wrap or cellophane (for example, cucumber)	60.41	119
Rubber band (for example, broccoli, asparagus)	39.09	77
Sticker (for example, on bananas)	45.69	90
Tag only (for example, on cabbage)	37.56	74
Twist tie (for example, fresh herbs)	36.04	71
Unsealed bag closed with twist tie, plastic tab, or other similar means (for example, carrots)	55.84	110
Any product bearing a label that identifies the product	71.07	140
Total		43

Q25. Should GE food labels include a disclaimer that “the Food and Drug Administration does not consider foods produced from genetic engineering to be materially different from other foods”?

Response	Percent	Frequency
Yes - for all foods	43.12	94
Yes - but only for packaged foods	1.38	3
Yes - but only for raw agricultural products that are unpackaged		
No	55.5	121
Total	100	218