

Carrefour

Our GMO policy:

**More than 10 years of
listening to consumers**



European Parliament, Brussels, 16 September 2010

Carrefour facts

Largest retailer in Europe - 2nd worldwide

Present in **10 EU countries**, more than 30 around the world

4 outlet formats: hypermarket, supermarket, convenience stores and discount stores

25 million customers per day (checkout transactions)

Almost **26 000 Quality line suppliers**

€ 85,963 billion turnover

+ 475 000 employees



Data source : Sustainable Development Report 2009, "L'essentiel 2008", Carrefour



Past activities at a glance

- 1996 Application of the precautionary principle*
- 1998 *GMO-free Carrefour own-brand products***
- 2000 First cargo with non-GM feed*
- 2003 *Prohibited to communicate on GMO absence in France because of the detection threshold***
- 2004 German legislation on non-GM labelling*
- 2009 *Common position of stakeholders in France on non-GM labelling – still waiting for the legislative act***

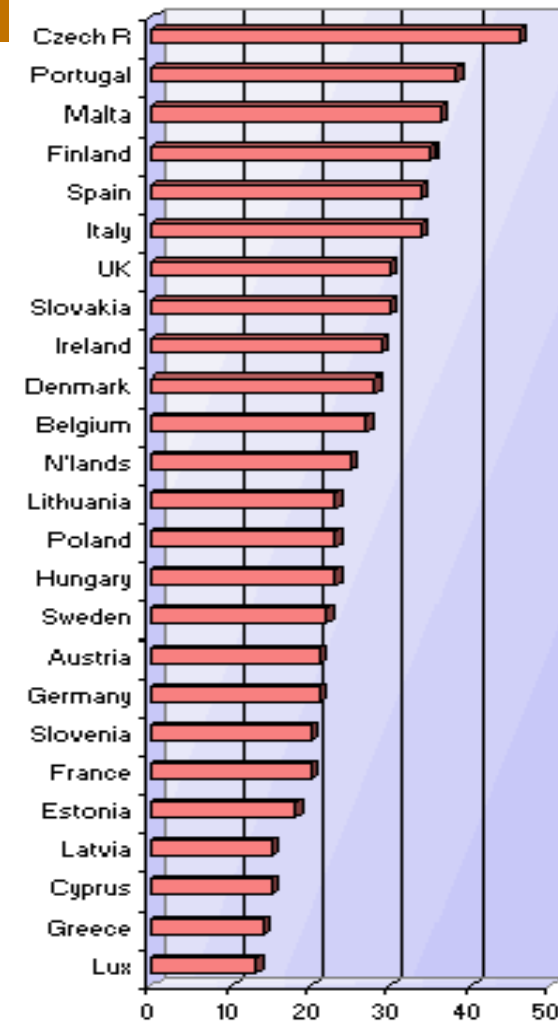
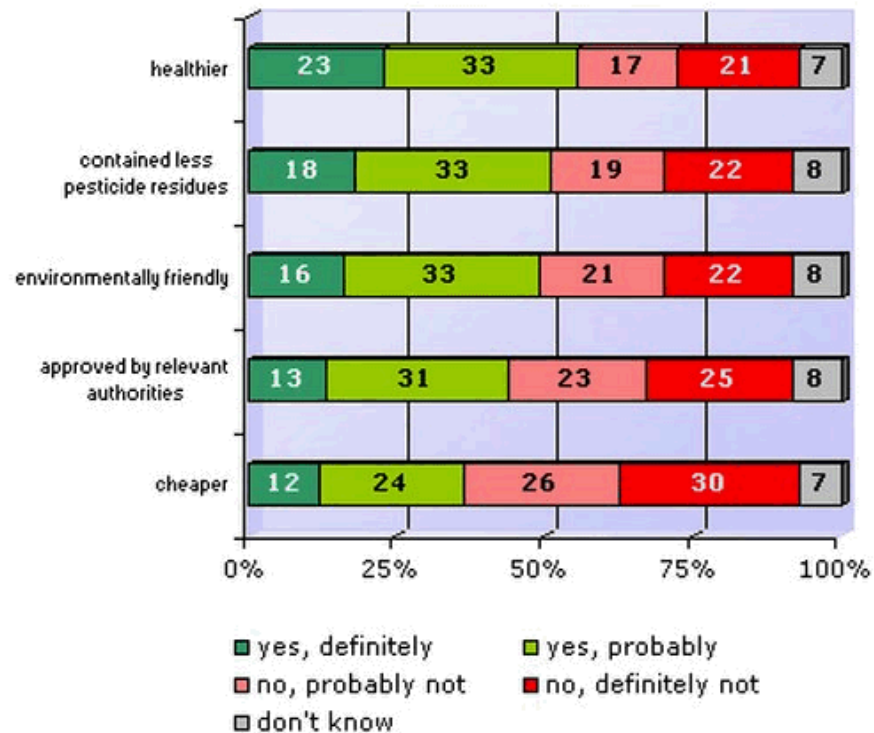


Consumers' perception

Table 15: Approval of GM food and nanotechnology

Unqualified and qualified approval	% Europe	% US	% Canada
GM food	45	61	53
Nanotechnology	76	81	81

I would buy GM foods if...



Support for GM foods (percent); EU Member States. The EU-wide average is 27 percent.

Data source : *Europeans and Biotechnology in 2005: Patterns and Trends, Eurobarometer 64.3, May 2006*



Supply of non-GM feed

France's needs for soya imports: < 5 millions tons

=> Mainly from Brazil

=> Proportion of non-GM soya: 20% (+/-800 000 tons)

=> Non-GM needs for Carrefour: +/- 200 000 tons

Brazilian soya production: more than 60 million tons

=> Non-GM production: 30 to 40 %

=> Non-GM bonus fee/ton: from €12 to €90 – average between €30 and €40.

Result :

Surcharge for chickens and pork at the slaughterhouse: on average **€3 cents/kg**

=> Outside the standard market prices



Sustainability of the policy

- **Number of product references concerned in Carrefour France: almost 400 products**
- **3 challenges:**
 - ⇒ **Sustainability of supply**
 - ⇒ **Ensuring non-GM Soya is available**
 - ⇒ **Sustainability of segregation**
 - ⇒ **Ensuring the absence of contamination in transport**
 - ⇒ **Sustainability of choice**
 - ⇒ **Ensuring the consumers are aware, via labeling**



Useful information to consumers

- **Offering a visible alternative:**
 - **Non-GMO labels are popping up everywhere:**



- **Requirements:**
 - **Positive Labeling: Non-GM Label better than GM labels**
 - **clear and harmonised non-GM labelling rules for animal foodstuffs**
 - **Introduction of a single threshold for accidental presence up to 0.9% by species**

Thanks for your attention !



“Let’s not stop progress. Let’s orient it in the right way!”