Non-GMO Foods: Global Market Perspective

Description: Non-GMO Foods: Global Market Perspective

The global market for non-GMO foods and beverages, products made without the use of any ingredients from genetically modified organisms (GMOs), is in a period of intense change. In Europe, consumer rejection of foods made using GMO ingredients has caused many of the leading international food companies such as Unilever, Nestle, and Coca-Cola to introduce - or be developing - non-GMO versions of their products. Such giant international food manufacturers are eager to please French, Italian, and other European consumers who have made it clear they don't want GMO ingredients in their food.

At the same time, many of these same companies and other food industry giants, such as Pepsi and General Mills, have contributed millions of dollars either directly or through their trade organization the Grocery Manufacturers Association to the ongoing campaigns in the U.S. to prevent mandatory labeling of foods with GMO ingredients.

Throughout the world, at least 60 countries have adopted some type of labeling that notifies consumers there is some percentage of GMO ingredients present in the product, while around 130 countries have no labeling regulation - at least for the present.

'Non-GMO Foods: Global Market Perspective' looks at the evolving situation in the worldwide market for non-GMO foods; the actions being taken by key stakeholders, including consumers, farmers, governments, and non-governmental organizations; as well as the trends and developments of the products themselves. In addition, the report provides an estimate of the global market for non-GMO foods and beverages in 2012 and a projection for 2017.

Scope and Methodology

'Non-GMO Foods: Market Perspective' covers the market for non-GMO products sold through all types of retail outlets. Market estimates are based on both public and syndicated data sources. Packaged Facts has analyzed available sales and trend data, together with information pertaining to those products that move through unmonitored outlets, to estimate the total non-GMO market size.

Data sources used and/or consulted for market, sales, and consumer estimates include:
- The USDA's Economic Research Service, the UN's Food and Agricultural Organization, and other international government and non-governmental organizations
- Major international food and beverage retailer annual reports for individual retailer sales

Information on new product introductions was derived from examination of the retail milieu and from relevant trade, business, and government sources, including company literature and annual reports.

Contents:

Chapter 1: Executive Summary
Scope of the Report
Definition of Non-GMO
Period of Great Promise for Non-GMO Food and Beverage Products
Demand May Not Be Solid
Growth of GMO Crops Impacts Non-GMO Foods Growth
Market for Non-GMO Foods Estimated at $400 Billion
Table 1-1 Global Retail Sales of Non-GMO Foods and Beverages, 2012-2017 (in billions of U.S. dollars)
Methodology of the Report

Chapter 2: GMO: Context and Issues
Key Points
What Are GMOs?
History and Development
GMOs a Continuation of Agricultural Development
Development of Genetic Theory
Spread of GMO Crops
GMO Crops in U.S.
Global Presence of GMO Crops
Africa May be Focus
Presence of GMO in U.S. Food Products
Presence of GMO in Global Food Products
Very Few Nations Grow GMO Crops
Growth Accelerating in Developing Nations
U.S. Remains Leading GMO Producer
Emphasis on Home Grown GMO
Table 2-1 Global Area of GMO Crops in 2012 (in Millions of Hectares)
GMO Club Expanding
Heated Controversy Surrounds GMOs
Why the Controversy?
Current Controversies Date Back to First GMO Product
The Plus Side of GMOs
Creating More and Healthier Food
Healthier Environment
Potential Dangers of GMO
Limited Hard Evidence on Anti-GMO Side
Animal-Based Studies Raise Questions
Involvement of GMO Companies in Research
Countering the Anti-GMO Arguments
Refuting Pro-GMO Arguments
Rejection of Increased Crop Yield Position
Questioning Environmental Safety
Unwanted Spread of GMO Seeds
GMO Labeling: For and Against
GMO Labeling Widespread Around the World
Table 2-2 Countries with No GMO Labeling Regulation, 2013
What Does GMO Labels Look Like?
Table 2-3 Center for Food Safety Mandatory Labeling Breakout, 2013
The U.S. Campaign for Mandatory GMO Labeling
The Case Against GMO Labeling
The Cost Issue
Voluntary Non-GMO Labeling Echoes BST-Free Labeling
The Public Relations War
Political and Social Element to GMO Opposition
France: The Political Challenge to GMOs
The Bottom Line: Are GMOs Safe?

Chapter 3: The Regulatory Environment
Key Points
Where GMOs Face Challenges
Bans Vary in Australia and New Zealand
Negatives Drive Marketers Out of Europe
Resistance to GMO Expansion Surprising
Role of World Trade Organization
The Path to Approval
Cartagena Protocol Helps Govern Process
European Union: Summary of EFSA Regulatory Process
EFSA’s Assessment Process
The Italian Example
EU Process May Change
Some Other Examples of Regulatory Processes and Standards
Brazil’s GMO Crop Approval Structure
Canadian GMO Regulatory Process
Japan’s Regulatory Oversight
Japanese GMO and Non-GMO Food Labeling Policies
India’s Food Safety and Standards Authority

Chapter 4: The Stakeholders
Key Points

Stakeholder Represent Contrasting Points of View
Consumers
Anti-GMO Appears to Dominate Polls
How Question is Framed is Important
Resistance to GMOS May be Decreasing
Lack of Knowledge About GMOs Widespread
Consumers Swayed by Marketing Campaigns
Fear of the Unknown
GMO Opponents Are Active
Resistance Can Be Broad-Based
Mexican Resistance Both Broad-Based and Traditionalist
France: Activist and Broad-Based
Anger Focused on Monsanto
Social Media Used for More Protests
Farmers
Cross Contamination Concerns
Farmers Lead Resistance
Farmers Opt for Black Market GMOs
Financial Concerns
GMO Companies
Bayer CropScience
Dow Agrosciences
DuPont
Monsanto
Syngenta
Food Companies
International Food Companies Pay to Play
Same Companies Go GMO-Free in Europe
Support for Non-GMO Food Labeling
Grocery Manufacturers Association Weighs In
Government and International Agencies
Environmental Protection Agency
European Commission
European Food Safety Authority
Federal Service for Supervision of Consumer Rights Protection and Human Well-Being
Food and Agriculture Organization of the United Nations
Food and Drug Administration
Food Safety and Standards Authority of India
Food Standards Agency
Food Standards Australia New Zealand
Ministry of Agriculture
Ministry of Health, Labor, and Welfare
National Biosafety Committee
United Nations Environment Programme
U.S. Agency for International Development
U.S. Department of Agriculture
World Health Organization
World Bank
World Trade Organization
Non-Governmental and Advocacy Organizations
Alliance for a Green Revolution in Africa
African Biodiversity Network
Center for Food Safety
The Gaia Foundation
Genetic Resources Action International
Greenpeace
International Rice Research Institute
Just Label It!
National Association for Genetic Safety
Chapter 5: The Retail Environment

Key Points

Supermarkets Go Non-GMO

Table 5-1 GMO Policies of Selected Leading International Retail Grocery Chains

Non-GMO Private Label Lines Have History

UK Chicken Feed Controversy

Europeans Respond with Brussels Soy Declaration

Table 5-2 Brussels Soy Declaration

Chapter 6: Product Trends and Developments

Key Points

Definitions for Product Trends and Developments

Number of Product Rollouts Reaches a Five-Year High in 2013

Table 6-1 Estimated Change in Number of Non-GMO Food and Beverage Introductions, 2009-2013, by Year (percent change)

Europe Accounts for 70% of Global Product Introductions; Russia the Top Marketer

Table 6-2 Estimated Share of Non-GMO Food and Beverage Introductions, 2009-2013, by Region (percent share)

Eleven Key Product Categories

Dairycase

Condiments & Ingredients

Meals, Entrees, & Side Dishes

Salty Snacks

Meat & Meat Substitutes

Bakery

Snack Bars & Confectionery

Kids

Juice & Juice Drinks

Fruits & Vegetables

Breakfast

One in Five Non-GMO Food and Beverage Rollouts Are Dairycase Products

Table 6-3 Estimated Share of Non-GMO Food and Beverage Introductions, 2009-2013, by Category and Rank, Global vs. U.S. (percent of new products)

Product Category

Global Share of Introductions

U.S. Share of Introductions

% Point Difference

Global Rank

U.S. Rank

Global Trends in Non-GMO Dairycase Foods/Beverages and Selected New Products

Illustration 6-1 Premier ProFeel yogurt drink (Valio Oy - Finland)

Illustration 6-2 Bauer’s - Without Gene Technology quality seal (Bauer GmbH - Germany)

Illustration 6-3 Bauer Fruit Joghurt (Bauer - Germany)

Illustration 6-4 Goldsteig Non-GMO Cheese Range (Goldsteig Käsereien - Germany)

Illustration 6-5 Zottarella Basilikum mozzarella balls with basil (Zott - Germany)

Illustration 6-6 Mild Cheddar Style Sheese (Bute Island Foods - Scotland)

Global Trends in Non-GMO Condiments/Ingredients and Selected New Products

Illustration 6-7 Bio & You Organic Plum Butter (Bio & You - Poland)

Illustration 6-8 Daylesford Organic Piccalilli (Daylesford Organic - UK)

Illustration 6-9 Spar Veggie Vegetarischer Bio-Aufstrich spread (Spar Oesterreichische Warenhandels - Austria)
Global Trends in Non-GMO Meals/Entrees/Side Dishes and Selected New Products
Illustration 6-10 Al Kabeer Samosas (Al Kabeer - U.A.E.)
Illustration 6-11 Bio Express Galettes Quinoa et Boulgour (Cereal Bio - France)
Illustration 6-12 TastyCup (Cook Inov - France)
Illustration 6-13 The Redwood Co. (The Redwood Wholefood Co. - UK) .. 102
Global Trends in Non-GMO Salty Snacks and Selected New Products
Illustration 6-14 Gourmet Salted Roasted Giant Corn (Inka Snacks Ltd - UK)
Illustration 6-15 Simply Wize Corn Crunch (Momentum Foods ? Australia)
Illustration 6-16 Cereal Vit Corn Snacks (Cerealvit - Italy)
Illustration 6-17 Cofresh Hummus Chips (Cofresh Snack Foods - UK)
Illustration 6-18 Volcanic Root Chips (Cassava Republic & Roots Co. - Singapore)
Illustration 6-19 Lord Poppington's Perfectly Popped Popcorn (The New Popcorn Room
Illustration 6-20 Lord Poppington's Perfectly Popped Popcorn (The New Popcorn Room
Illustration 6-21 AVK extruded salty snacks (AVK Confectionery Company - Ukraine)
Global Trends in Non-GMO Meat/Meat Substitutes and Selected New Products
Illustration 6-22 Mecom Gril Party (Mecom Group - Slovakia)
Illustration 6-23 Orvital Organic Beef Sausage (Orvital Organik Gida - Turkey)
Illustration 6-24 Bio Wiener Würstchen (Thönes Natur-Verbund - Germany)
Illustration 6-25 Vegandeli (Bute Island Foods - Scotland)
Illustration 6-26 Alnatura vegetarian seitan sausages (Alnatura - Germany)
Illustration 6-27 Linda McCartney mini snack sausages (Linda McCartney Foods - UK)
Global Trends in Non-GMO Bakery and Selected New Products
Illustration 6-28 Munchy Museli Cookies (Naturally Good Products - Australia)
Illustration 6-29 Chocolate Chip & Quinoa Biscuits (Doves Farm - UK)
Illustration 6-30 Organic Chia Hemp Bread (lifefood raw - Germany)
Illustration 6-31 Good Food Organic 7-Grain Bread (Good Food Products - Poland)
Illustration 6-32 Alnatura Tomato Mozzarella Crispbread (Alnatura - Germany)
Illustration 6-33 El Horno de Leña Organic Rustic Bread with Kamut (HLT, S. A. - Spain)
Illustration 6-34 Baule Volante Unleavened Crispbreads in Spelt and Kamut (Baule Volante - Italy)
Global Trends in Non-GMO Snack Bars/Confectionery and Selected New Products
Illustration 6-35 lifebar plus (lifefood raw - Germany)
Illustration 6-36 Squirrel Organic confectionery (Sjölunda Farm Eco AB - France)
Global Trends in Non-GMO Kids? Foods/Beverages and Selected New Products
Illustration 6-37 HiPP Organic savory pouches (HiPP Organic - UK)
Illustration 6-38 Jaffa Kinder nectar (Vitmark - Ukraine)
Illustration 6-39 Babybio Good Night meals in bowls (Babynat Organic - UK)
Illustration 6-40 Rafferty's Garden Flavours of the World range (PZ Cussons - UK)
Illustration 6-41 full of sunshine Thai Curry Vegetables with rice (Ella?s Kitchen - UK)
Global Trends in Non-GMO Juice/Juice Drinks and Selected New Products
Illustration 6-42 Lovella Beetroot Juice (Eko Vrelo Ltd. - Croatia)
Illustration 6-43 Pomepure Mixed Fruit Juice Cocktail (The Pure Juice Company - UK)
Global Trends in Non-GMO Fruits/Vegetables and Selected New Products
Illustration 6-44 Freddo Buono frozen mushrooms (Adra - Italy)
Illustration 6-45 Geo Organics Naturally Sweetened Organic Baked Beans (Venture Foods - UK)
Illustration 6-46 Jardin Bio? Mélange Superfruits (Groupe Léa Nature - France)
Global Trends in Non-GMO Breakfast Food/Beverage and Selected New Products
Illustration 6-47 Big Oz toasted cereal range (Big Oz - UK)
Illustration 6-48 3 Ancient Grains Super Muesli (Freedom Foods - Australia)
Illustration 6-49 Berry Good Morning (Freedom Foods - Australia)

Chapter 7: Market Forecast
Key Points
Global Retail Non-GMO Food and Beverage Market at $400 Billion
Table 7-1 Global Retail Sales of Non-GMO Foods and Beverages, 2012-2017 (in billions of U.S. dollars)
Some Sales Unmeasurable
Market Projected to Double by 2017
U.S. Share Will Decline
Table 7-2 Global Retail Sales of Non-GMO Foods and Beverages, 2012-2017 (in billions of U.S. dollars)
Broad-Based Increases in Non-GMO Sales and Branding

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