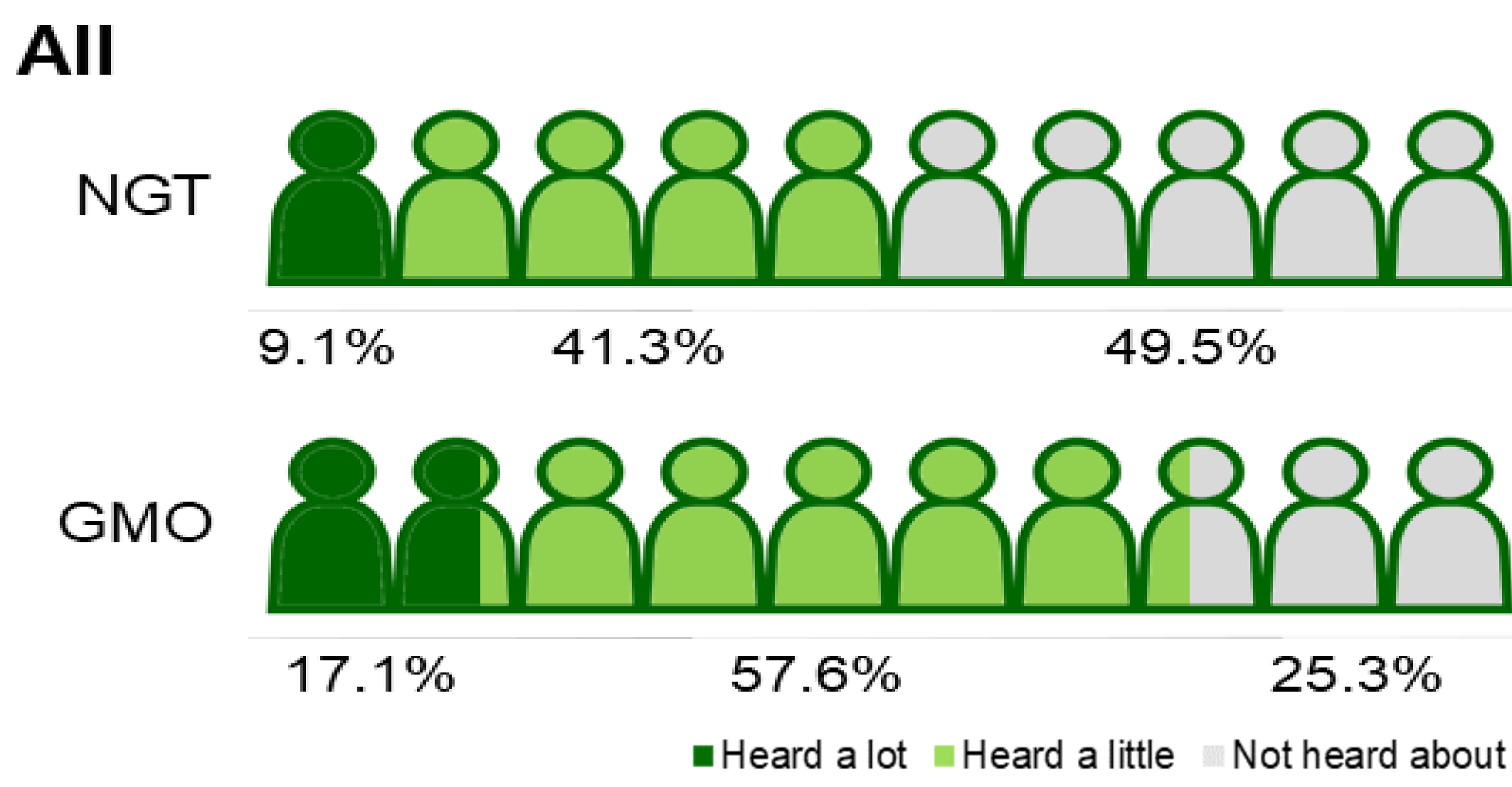


# Consumer and stakeholder acceptance of New Genomic Techniques (NGTs)

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The GeneBEcon project assesses consumer and stakeholder acceptance of biobased products derived from the use of NGTs by representative consumer surveys conducted in five European countries - Germany, France, Denmark, Slovakia and The United Kingdom.

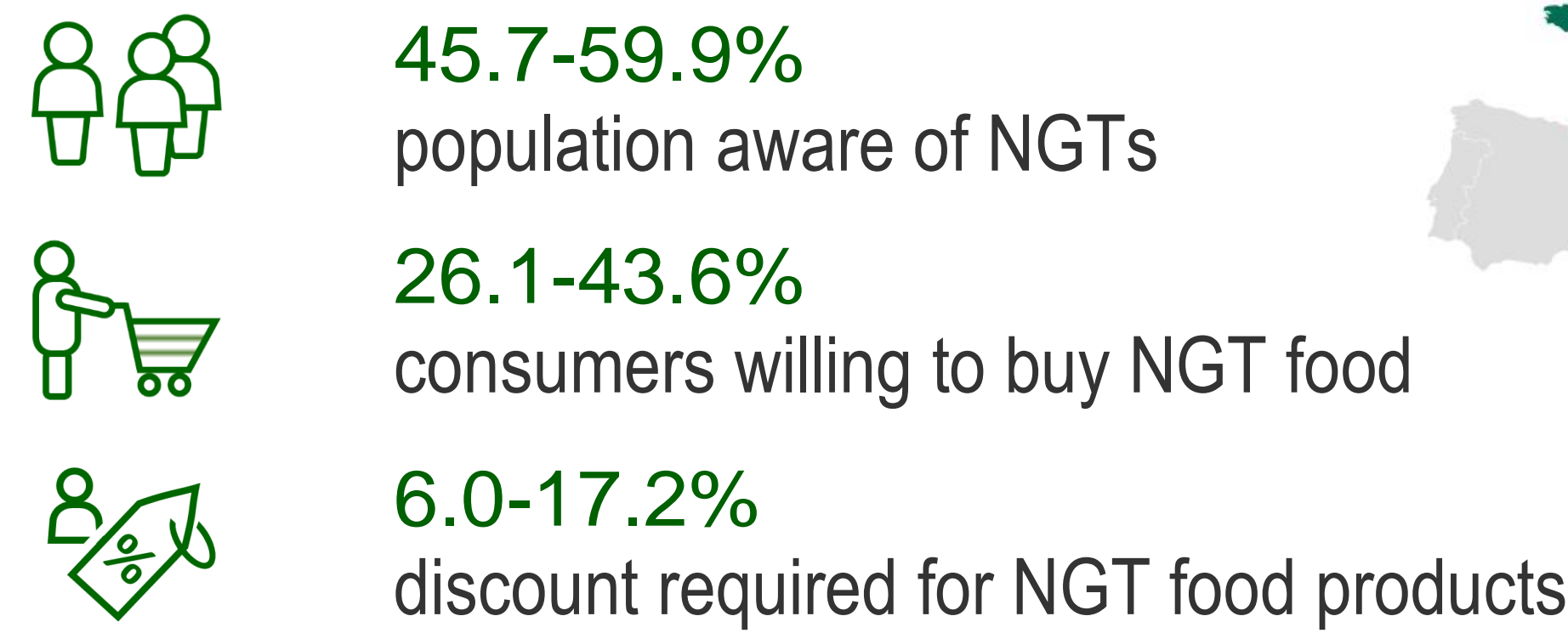
## Knowledge of GMOs and NGTs by consumers



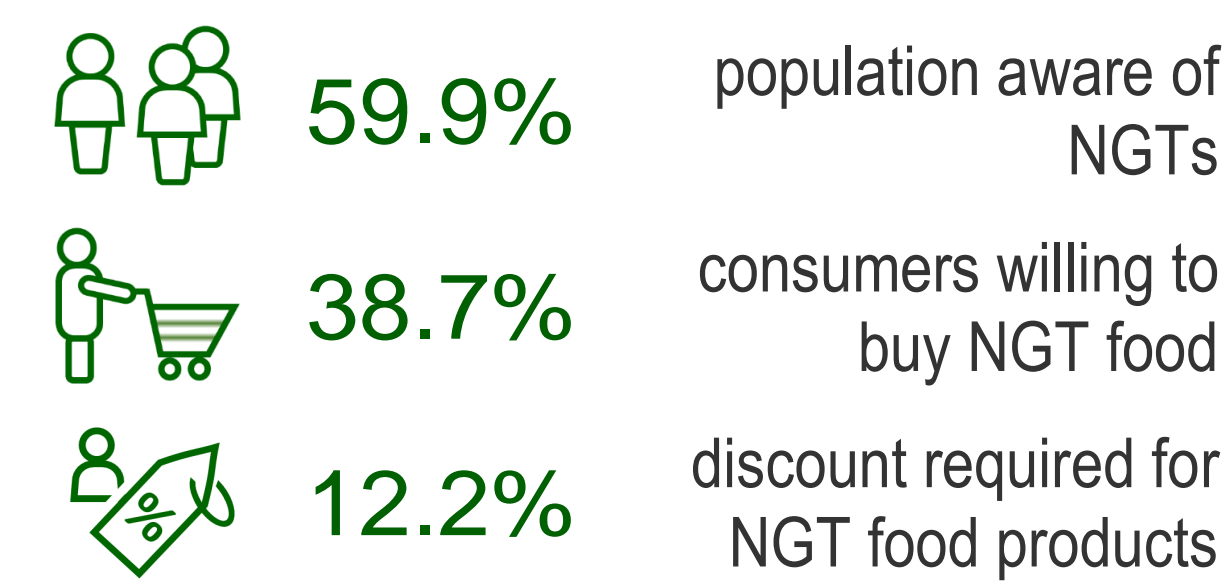
- Increased sustainability of food production, enhanced food security and improvement of long-term competitiveness of food production are important advantages of NGT-derived products according to the focus group discussants.
- There is a need for an open, honest and transparent communication with the public on NGT bio-based products.

## Consumer acceptance of NGTs in brief

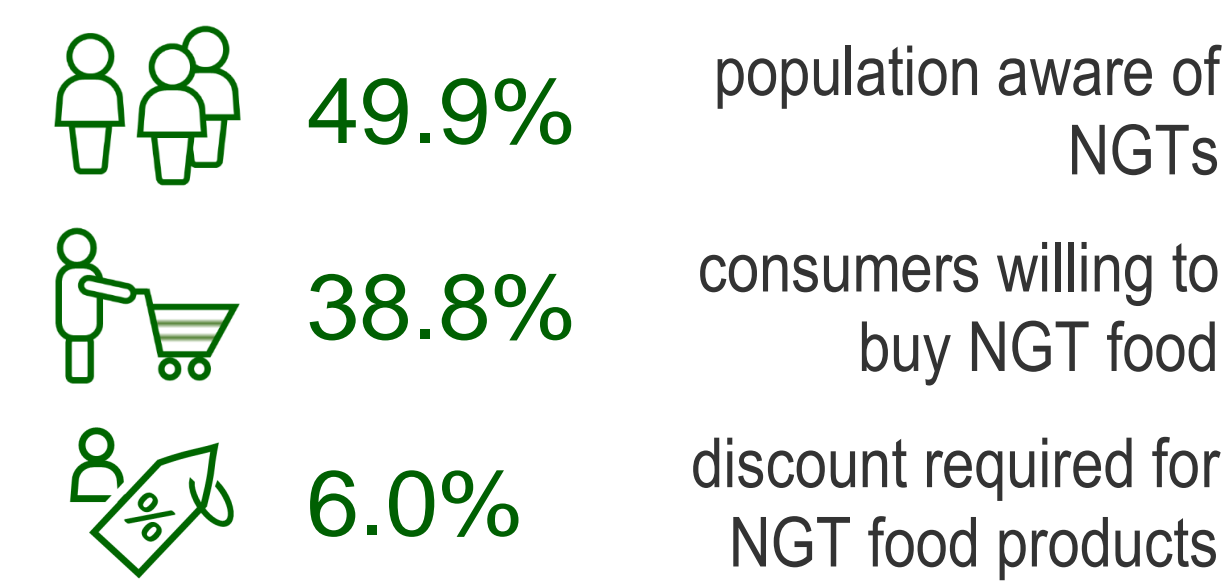
### All surveyed countries



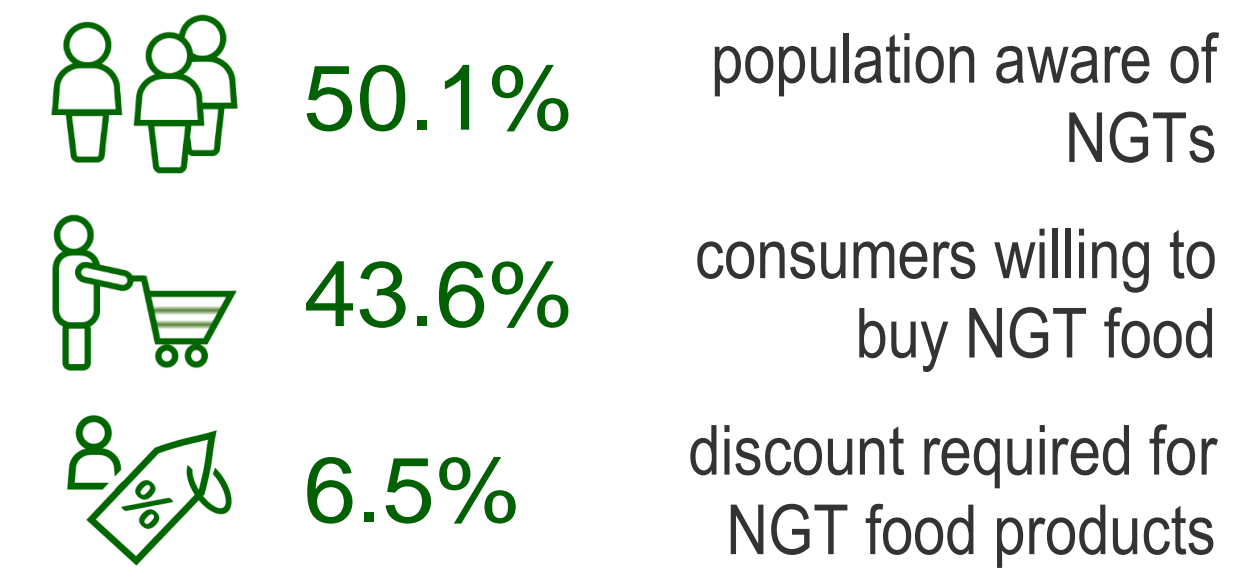
### GERMANY



### DENMARK



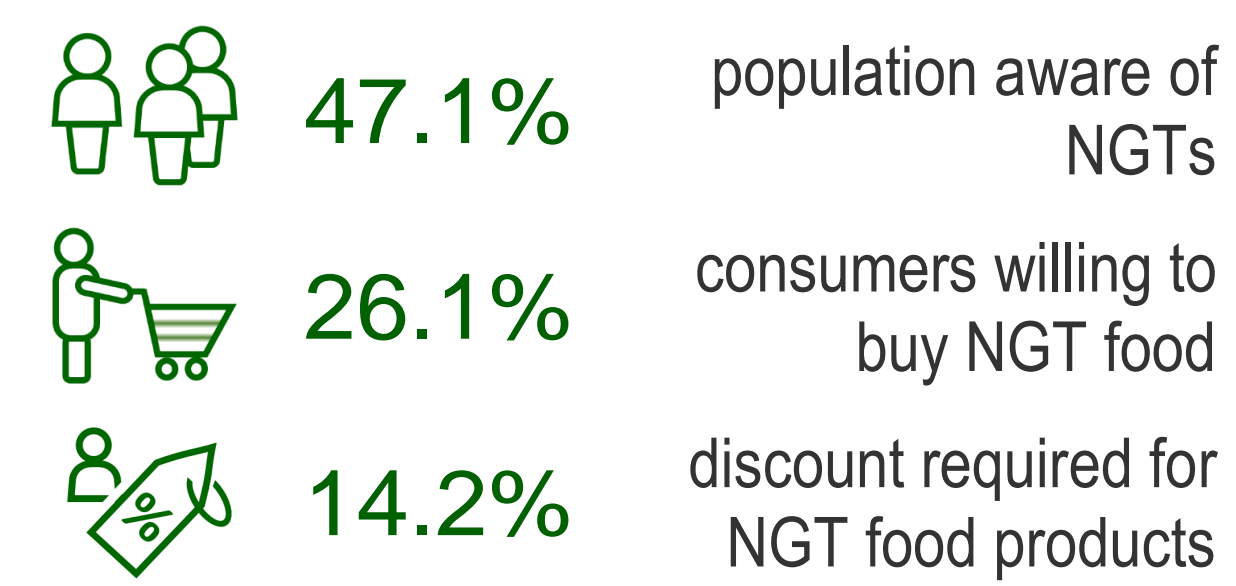
### UNITED KINGDOM



### SLOVAKIA



### FRANCE

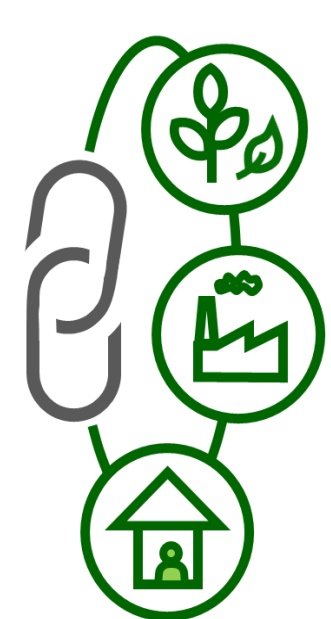


Provision of unbiased information about NGTs to consumers is crucial for the success of NGTs. Consumers are not well knowledgeable about NGTs and are significantly less aware of NGTs than of genetically modified organisms (GMOs). In the surveyed countries there is a different level of trust in institutions and information they provide to the public.

Consumers on average require a price discount to buy an NGT product rather than buying a similar conventional (non-NGT) product. On the other hand, consumers are on average willing to pay a higher price for products produced by methods friendly to the environment than for similar conventional products.

## Stakeholder opinions about NGTs in brief

### Supply chain agents



#### Contribution of NGTs:

- ✓ Increased sustainability
- ✓ Higher competitiveness
- ✓ Improved food security
- ✓ Healthier foods

#### Important aspects for NGTs introduction:

- ✓ Enabling legislation
- ✓ Favourable public opinion
- ✓ Consumer acceptance
- ✓ Professional communication and transparency
- ✓ Coordination within supply chains
- ✓ Well-functioning relevant public institutions

„When provided with unbiased information, most consumers have a neutral or positive view on NGTs“