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<http://www.foodintegrity.org/research/consumer-trust-research/current-research/>]

Campbell Soup Company's GMO Labeling Move Applauded by CFI CFI Research Shows Consumers Hold Food Companies Most Responsible for Transparency

KANSAS CITY, Mo. (Fri., Jan. 8) – Campbell Soup Company's move to begin disclosing the presence of genetically modified ingredients in its products demonstrates leadership when it comes to transparency, which new research from The Center for Food Integrity (CFI) proves builds trust with consumers.

"We applaud Campbell's decision," said Charlie Arnot, CEO of CFI, which comes on the heels of the research that reveals consumers expect companies to be transparent in specific areas including food safety, impact of food on health and the environment.

"Consumer trust in products, people and brands depends on it," said Arnot. "And the research shows that consumers hold food companies most responsible for transparency."

The GMO issue is a high-profile and particularly polarizing issue that's on a growing list of issues consumers are interested in knowing more about, he said.

"Our consumer research indicates that 'GMO' has become an icon for what is perceived as an industrialized food system," said Arnot. "The concerns expressed are often less about GM technology and more about other issues tied to today's food system."

Technology, including biotechnology, brings immeasurable benefits to consumers and society, but broad public support for technology will increasingly depend on the level of transparency and consumer engagement by those in the food system, he said.

“We not only support Campbell’s decision to label but also to participate in the new [SmartLabel™](#) program, which addresses a broader list of issues,” he said, “because the link between transparency and trust is real, direct and powerful. Consumers have a right to know where their food comes from and how it’s produced so they can make informed decisions.”

The new CFI consumer trust research report, “A Clear View of Transparency and How it Builds Consumer Trust,” is available at www.foodintegrity.org.

The Center for Food Integrity is a not-for-profit organization established to build consumer trust in food and agriculture. Our members, who represent every segment of the food system, are committed to providing accurate information and addressing important issues among all food system stakeholders. The Center does not lobby or advocate for individual food companies or brands. For more information, visit www.foodintegrity.org.