

GREENPEACE

2003 True Food Guide

Brand Survey

GUIDELINES:

Response to the following survey will determine brand ratings in the True Food Guide. In the absence of a brand policy, the rating will be based on the policy of the Australian parent company.

IMPORTANT NOTE: Companies that do not respond will be rated as 'Red'

(Information regarding use of GE in food is basic consumer information and should be widely available. Unfortunately, due to GE contamination of soy, corn, canola and cotton seed, the absence of a clear policy to avoid GE means that we can only assume that supply chains may be exposed to some degree of GE contamination).

The True Food Guide rating is based on brand policy in relation to:

- a) genetically engineered (GE) ingredients; AND
- b) derivatives of GE products (eg oils); AND
- c) animal products fed on GE stock feed.

Brands will be rated independently. This is change from the first edition of the guide and offers companies the opportunity to more positively identify in the minds of shoppers which brands are GE free and which are at risk of being GE.

We encourage your company to provide as detailed information as possible for all brands. The rating system for the guide is as follows:

GREEN: Companies that have removed GE from their entire food chain, including highly processed ingredients (such as oils) and animal products from animals fed GE stock feed. This does not require complete exclusion of GE enzymes and processing aids since we recognise the current difficulty in sourcing non-GE enzymes and the contained nature of their production.
NOTE: Green rating goes beyond the current GE labelling laws administered by FSANZ due to the requirement that highly processed ingredients and stock feed are non-GE;

ORANGE: Companies that are in the process of removing GE from their entire supply chain will be classified as orange. These companies cannot remain in this category indefinitely and must provide a date by which they will successfully be non-GE;

RED: Companies that have products that do or may contain GE ingredients and have no commitment to being non-GE are classified as red. This category includes companies that do not respond at all or do not adequately explain their position (for example, a company that simply states that its products "contain no GE material", have not answered whether they use GE derivatives such as oil, or animal products from animals raised on GE feed);

Example of policy statements for companies in the Green and Orange categories of the Guide can be found by searching the online guide at www.truefood.org.au (click on a company to see the policy).

SURVEY QUESTIONS

1. Please provide your policy in relation to all brands. Please include reference to the three categories of GE ingredients described above ((a)GE ingredients; (b)GE derived ingredients; and (c)GE feed).
2. Do you currently label any of your product range as GE or GM-free or refer to the elimination of such ingredients on your packaging? If not, do you plan to do so in the future?
3. Is any or all of your product range certified organic or biodynamic? If so, please specify your certifier.
4. Greenpeace in New Zealand are also preparing their third edition of the True Food Guide. Is any of your company's product range available in New Zealand? If so, which product range and/or brand names and does the brand policy apply to those as well?