

National Poll:

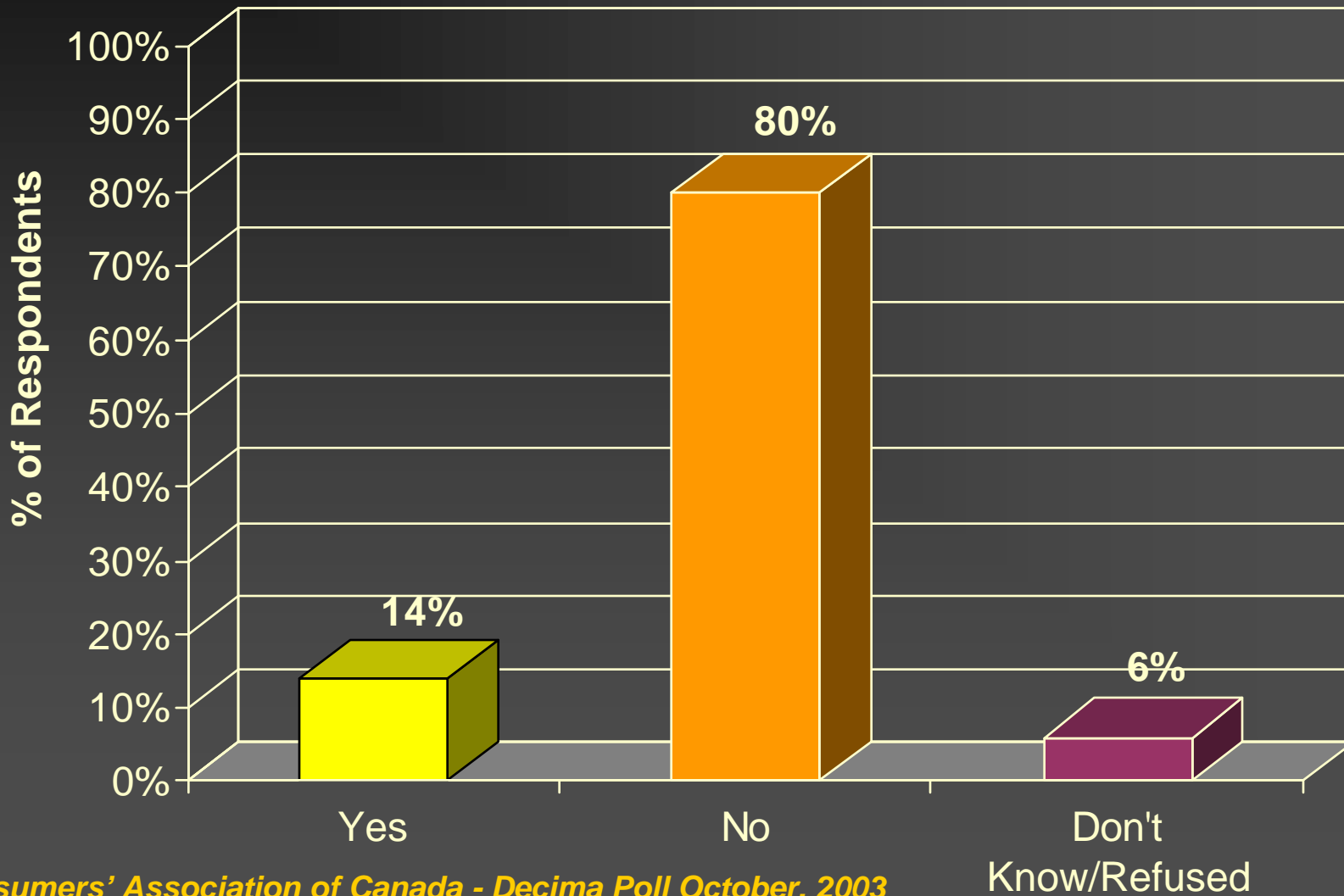
“Do consumers want mandatory labelling of genetically modified foods?”

YES!

Poll Details:

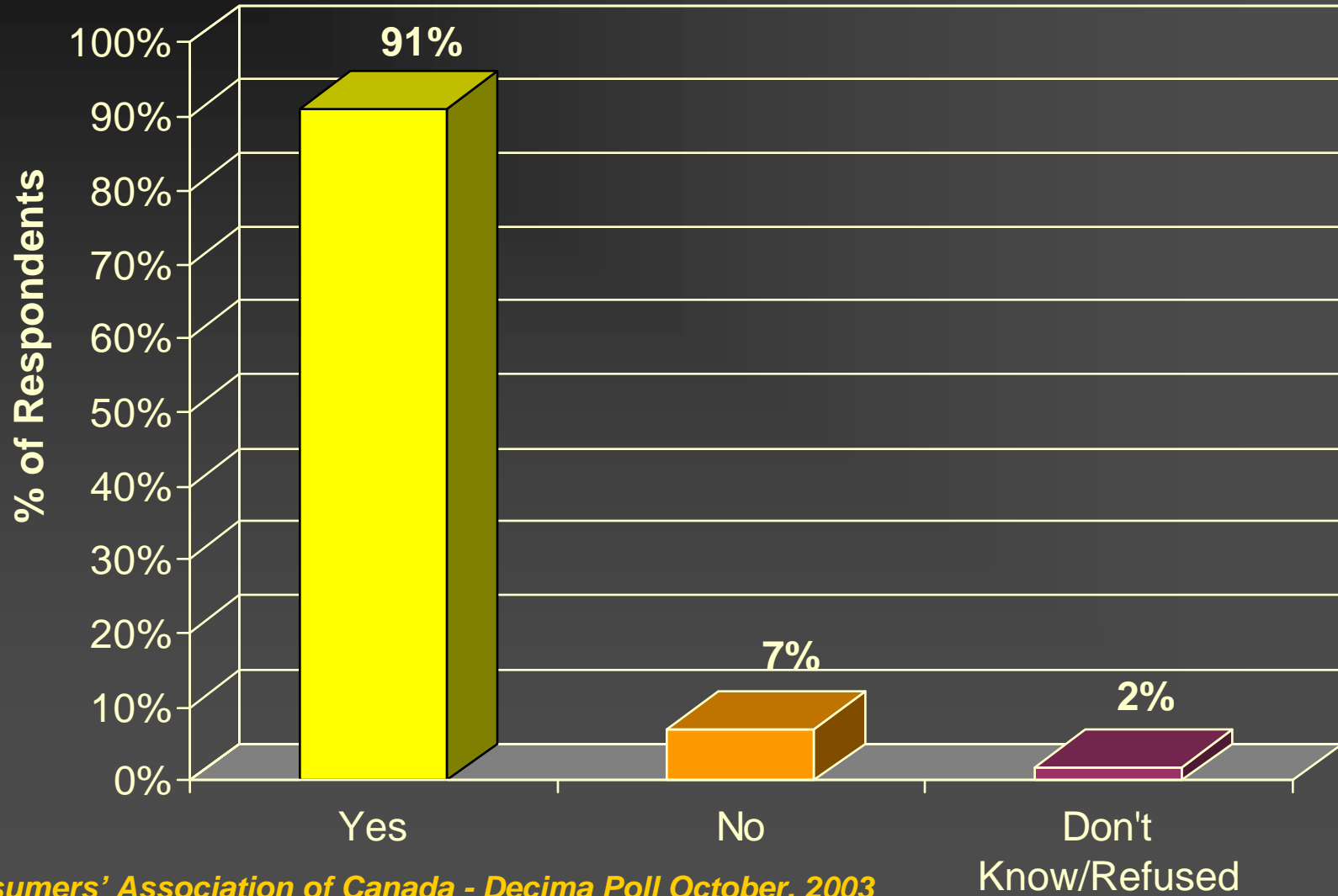
- Poll conducted by Decima research
- Research period: October 17-26, 2003
- 2000 interviews across Canada
- Results correct within +/- 2%
- Respondents 18 years of age or older

QUESTION: Has The Canadian Government Provided You With Adequate Information About Genetically Modified Foods So That You Can Make an Informed Decision About These Foods?



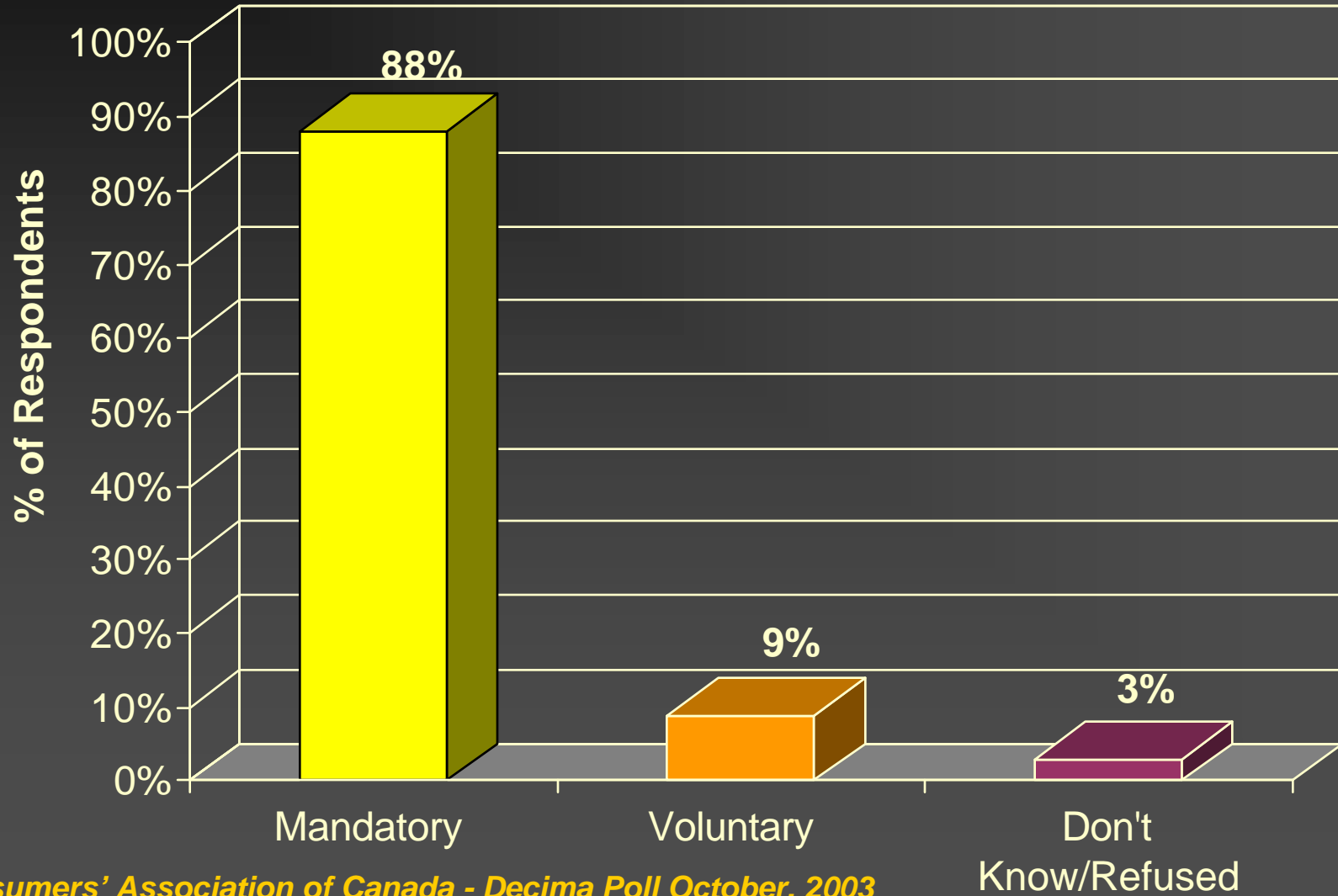
Consumers' Association of Canada - Decima Poll October, 2003

QUESTION: Do You Believe That A Label Should Be Placed on Food Sold In Canada That Contains Genetically Modified Ingredients?



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QUESTION: Should a Genetically Modified Food Label Be Made Mandatory By The Canadian Government, or Left Up To Industry to Voluntarily Decide If and When a Label is Applied?



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