

## **(Organic) Consumers and Their Impact on Food and Farming Systems in North America and Germany—Examples relating to GMO issues**

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### **Abstract**

*Consumers in North America and Germany tried in different ways to impact their regional farmers, supermarkets, regional as well as national politicians, food-related laws, and food-based land-use systems in order to be able to continue consuming (almost) ge-free foods and to get sufficient information on all levels of the food chain enabling them to do so. As much success as consumers had with the initiation and establishment of ge-free regions, U.S. consumers did not succeed with their ge-food labeling campaigns. Only in Vermont could a seed-labelling law be passed. Organic and co-op supermarkets in North America were often involved in ge-free movements as consumer educators, and as a meeting and information point for stakeholders. Yet consumer opportunities to make informed choices about the food they eat still seem to be limited, especially in North America, with the practical absence of federal ge-food, feed, and seed-labeling laws. Thus, a few years ago, actors in the organic and natural food Industry teamed up to launch the so-called Non-GMO Project, which shall soon open its Verification Program to the North American natural and organic food industry, offering a standard for ge-free or Non-GMO verification.*

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