



## CAST Issue Paper 56

### *Process Labeling of Food: Consumer Behavior, the Agricultural Sector, and Policy Recommendations*

Released October 5, 2015

Chair: Kent Messer, Department of Applied Economics and Statistics,  
University of Delaware, Newark; Nine-member task force

#### **Release/Rollout**

On Monday, October 5, 2015, this issue paper was released at three rollouts in Washington, D.C. Dr. Kent Messer, Task Force Chair, was joined by Kent Schescke and Mark Armfelt, CAST President-Elect and Task Force Liaison. The National Coalition for Food and Agricultural Research (NC-FAR) held two presentations for Senate and House staffers in conjunction with The National Corn Growers Association, represented by Kevin Folta from the University of Florida. RFD-TV filmed the House briefing.

- 163 registered to attend the rollout presentations.

A panel discussion was cohosted by CAST and Grocery Manufacturers Association (GMA).

- Dr. Messer presented on Issue Paper 56.
- Kimberly Reed, J.D., President, International Food Information Council Foundation (Consumer Attitudes to the Way Food is Processed)
- Ricardo Carvajal, J.D., M.S., Director, Hyman, Phelps & McNamara, P.C. (Legal/Regulatory Approaches)
- Moderator: Michael Gruber, Senior Vice President, Federal Affairs, Grocery Manufacturers Association

#### **Press Release (results two weeks after release)**

- Press release went to 14,180 e-contacts (8,122 media) resulting in 4,573 opens/interactions
- 85,779 headline impressions, and 228 total pickups on [press release through PRWeb](#).
- A sampling of sites where the release was picked up: Ag Professional, AGree, Bio Medicine, Brownfield, CAB Direct, Drovers Cattle Network, Farm Futures, Jayson Lusk (Food and Agricultural Economist), Science 2.0, Southern Crop Production Association, and University of Delaware

## Comments Received

Groceries Manufacturers Association (email), October 6, 2015

“The CAST paper raises the serious unintended consequences of inappropriate process labeling and how such labels can implicitly portray a high quality and perfectly safe conventionally produced product in a negative light. It highlights how such stigmatization can be particularly problematic in situations where no scientific evidence exists that the conventionally produced food causes harm or is different in composition. This has been a key concern of agriculture and food groups on GMO labeling mandates.”

## Follow-On Activities

- October 14, 2015: Dr. Messer interviewed by Mark Dorenkamp with *Brownfield Ag News*. Article and podcast: <http://brownfieldagnews.com/news/research-shows-consumers-want-to-know-more-about-how-food-is-produced/>
- Video of Dr. Messer’s presentation and slides posted on CAST website and YouTube <https://www.youtube.com/watch?v=7wVaA1d1WuY> (493 views as of 11/1/2017)
- A blog editorial written by this paper’s authors can be found at <http://cast-science.blogspot.com/2015/10/process-food-labeling-pros-cons.html>
- January 25, 2016: Kent Schescke invited to present this information to Elanco, where about 100 people attended.
- June 13, 2016: CAST releases Spanish translation, *El etiquetado de los alimentos: Comportamiento del consumidor, el sector agrícola y políticas que se recomiendan*.
- July 14, 2016: Op ed in *The Hill* by David Just and Harry Kaiser of Cornell University that links the results of the CAST Issue Paper on process labeling to the bipartisan Roberts-Stabenow bill that passed the Senate and is currently being considered by the House. The policy recommendations from the Roberts-Stabenow bill are remarkably similar to the recommendations of this CAST Issue Paper. <http://thehill.com/blogs/pundits-blog/energy-environment/287699-gmo-labeling-bill-good-for-both-environment-and-the>
- October 2017: An article based on this CAST paper was published as a featured article in a peer-reviewed journal—*Applied Economic Perspectives and Policy* <https://academic.oup.com/aepp/article/39/3/407/4085217/Labeling-Food-Processes-The-Good-the-Bad-and-the>
  - The Agricultural and Applied Economics Association released a press release on the paper, as well as the University of Delaware. That release was covered in a variety of ag-oriented publications, such as Morning Ag Clips (<https://www.morningagclips.com/consumers-often-misinterpret-labels/>) and also was featured as a Eurekalert ([https://eurekaalert.org/pub\\_releases/2017-10/uod-els101917.php](https://eurekaalert.org/pub_releases/2017-10/uod-els101917.php)).

## Paper Distribution

- Issue Paper Downloads—1 year after release: 5,480; 2 years: 10,058
- Ag quickCAST Downloads—1 year after release: 3,436; 2 years: 5,348
- Distributed over 550 copies of printed issue paper
- Spanish Issue Paper Downloads—1 year after release: 967; 2 years: 1,750

*This report last updated 11/8/2017.*

## Indirect Paper Distribution

Southern Crop Production Association (mention with link to paper in articles dated 8/18/16 and 6/2/17)

<http://www.southcrop.org/precision-agriculture/process-labeling-of-food-consumer-behavior-the-agricultural-sector-and-policy-recommendations/>

Research Gate and Mafiadoc (PDF available for download)

[https://www.researchgate.net/publication/282355171\\_Process\\_Labeling\\_of\\_Food\\_Consumer\\_Behavior\\_the\\_Agricultural\\_Sector\\_and\\_Policy\\_Recommendations](https://www.researchgate.net/publication/282355171_Process_Labeling_of_Food_Consumer_Behavior_the_Agricultural_Sector_and_Policy_Recommendations)

<https://mafiadoc.com/process-labeling-of-food-council-for-agricultural-science-and-598c55f41723ddcd6988a205.html>

UC Food Safety (references on labeling food products – link to paper)

[http://ucfoodsafety.ucdavis.edu/Food\\_Processing/Labeling\\_Food\\_Products/](http://ucfoodsafety.ucdavis.edu/Food_Processing/Labeling_Food_Products/)

NC State Extension (references on labeling and regulations – link to paper and video)

<https://agbiotech.ces.ncsu.edu/labeling/>

Studylib.net and Yumpu.com (Spanish PDF available for download)

Spanish translation is online here: <http://studylib.es/doc/7194666/las-etiquetas-veraces>

<https://www.yumpu.com/es/document/view/55651914/cast-ip56-spanish-web-optimizedrevi-6a58c09a46319>

## Articles and Web Mentions

The Center for Behavioral and Experimental Agri-Environmental Research

*Consumers want to know more about how food is produced*

October 13, 2015 - <http://centerbear.org/consumers-want-to-know-more/>

Farm Futures

*Ag science group reviews food labeling trends, offers recommendations: Council for Agricultural Science and Technology suggests consumers need more clarity on food labels*

November 3, 2015 - <http://www.farmfutures.com/story-ag-science-group-reviews-food-labeling-trends-offers-recommendations-8-132997>

University of Delaware

*Process Food Labels: Good Info or Confusing to Consumers?*

January 29, 2016 - <http://canr.udel.edu/ceae/2016/01/29/process-food-labels-good-info-or-confusing-to-consumers/>

American Council on Science and Health

*Process Food Labels: Good Info or Confusing to Consumers?*

January 14, 2016 - <http://www.acsh.org/news/2016/01/14/process-labels-bridging-the-information-gap-or-confusing-consumers>

*This report last updated 11/8/2017.*

Jayson Lusk – Food and Agricultural Economist (blog)

Accessed October 8, 2015

<http://jaysonlusk.com/>

Brownfield – Ag News For America (article and podcast)

Interview with Mark Dorenkamp

*Research shows consumers want to know more about how food is produced*

Accessed October 18, 2015

<http://brownfieldagnews.com/2015/10/14/research-shows-consumers-want-to-know-more-about-how-food-is-produced/>

Food and Drug Law Institute

*Process Labeling: The Challenges of Transparency* by Steve Armstrong

Accessed November 6, 2017

<https://www.fdpi.org/2017/08/process-labeling-challenges-transparency/>

Food Safety News (10/5/15)

*Report: Mandate Food Process Labels Only if Product is Harmful*

Accessed November 6, 2017

<http://www.foodsafetynews.com/2015/10/report-mandate-food-process-labels-only-when-product-is-harmful/#.WgCKQUmWymQ>

## Paper Citations

Labeling Food Processes: The Good, the Bad and the Ugly

[Kent D. Messer](#), [Marco Costanigro](#), [Harry M. Kaiser](#)

*Applied Economic Perspectives and Policy*, Volume 39, Issue 3, 1 September 2017, Pages 407–427,

<https://doi.org/10.1093/aep/px028>

<https://academic.oup.com/aep/article/39/3/407/4085217>

[\*Consumer Preferences for Oyster Attributes: Field Experiments on Brand, Locality, and Growing Method\*](#)

[M Keciński](#), [KD Messer](#), [L Knapp](#)... - *Agricultural and Resource ...*, 2017 - cambridge.org

[PDF] [\*SCREENING VAN DE ANTIFUNGALE ACTIVITEIT EN GEBRUIK VAN ESSENTIËLE OLIËN IN MODEL-EN BROODSYSTEMEN.\*](#)

W Van de Velde - lib.ugent.be

*Genetically Modified Organisms*

<https://www.scribd.com/document/348780265/apec-paper>

United States Department of Agriculture Economic Research Service Economic Research, Report Number 236, August 2017; *Economic Experiments for Policy Analysis and Program Design: A Guide for Agricultural Decisionmakers*; Nathaniel Higgins, Daniel Hellerstein, Steven Wallander, and Lori Lynch

<https://www.ers.usda.gov/webdocs/publications/84669/err-236.pdf?v=42961>

*This report last updated 11/8/2017.*

## Social Media

### Twitter-

**Agri-Pulse** @agripulse 1:28pm, Oct 7, 2015 [Missouri, USA](#)

CAST experts say regulate, don't ban, process labels on food  
<http://bit.ly/1hWD81N> [@CASTagScience](#) [@GroceryMakers](#)

**1 retweet0 favorites**

**Kelly Johnston** @johnston\_kelly 3:30pm, 6 Oct

Thoughtful food **labeling** policy paper by @CASTagScience: <http://j.mp/1OjrRX3>

**0 retweets1 favorite**

**Darcy Pawlik** @Darcytwheat Oct 6

Cast paper on **labeling** [http://myemail.constantcontact.com/New-CAST-Issue-Paper---Process-Labeling-of-Food--Consumer-Behavior--the-Agricultural-Sector--and-Policy-Recommendations-.html?soid=1102365224729&aid=k1DsvmWe5-o ...](http://myemail.constantcontact.com/New-CAST-Issue-Paper---Process-Labeling-of-Food--Consumer-Behavior--the-Agricultural-Sector--and-Policy-Recommendations-.html?soid=1102365224729&aid=k1DsvmWe5-o...)

**Jayson Lusk** @JaysonLusk Oct 6

Nice summary of the impact **of food process labeling** [http://jaysonlusk.com/blog/2015/10/6/impact-of-process-labeling ...](http://jaysonlusk.com/blog/2015/10/6/impact-of-process-labeling...) [@CASTagScience](#) [@jjmcccluskey](#) [@BaileyNorwood](#)

**3 retweets2 favorites**

**Dan Gogerty** @AmesGoges Oct 6

Should **process labeling of food** be banned? editorial & free research download [http://cast-science.blogspot.com/ #foodlabels](http://cast-science.blogspot.com/#foodlabels)

**3 retweets0 favorites**

**Marion Nestle** @marionnestle Oct 5

New **CAST** issue paper on process (e.g. non-GMO) **labeling**. Industry view, but thoughtful.  
[http://www.cast-science.org/download.cfm?PublicationID=283819&File=1030ac46417e576660c87b6b2553352b6624TR ...](http://www.cast-science.org/download.cfm?PublicationID=283819&File=1030ac46417e576660c87b6b2553352b6624TR...)

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**EIN Consumer News** @EINConsumerNews Oct 5

**Process Labeling of Food:** Consumer behavior, the agricultural sector, and policy recommendations  
<http://s.einnews.com/fML5sAOkzO>

**1 retweet0 favorites**

**ABIC Foundation** @ABICFoundation Oct 5

CAST paper: **Process Labelling of Food:** Consumer Behavior, the Ag Sector and Policy [@agwest](https://lnkd.in/emh9AqY)  
<https://lnkd.in/emh9AqY>

**1 retweet0 favorites**

**I Am BiotechVerified account** @IAmBiotech Oct 5

RT @News\_Pharma: CAST “**Process Labeling of Food** Consumer Behavior the Agricultural Sector & Policy Recommendations” <http://bit.ly/1OeV9o3>

**1 retweet0 favorites**

**Food Safety News** @Food\_Safety Oct 5

#FoodSafety News: New CAST Issue Paper “**Process Labeling of Food** Consumer Behavior the Agricultural Sector and Pol... <http://ow.ly/353atH>

**1 retweet0 favorites**

**ASPB** @ASPB Oct 2

ASPB and National C-FAR are co-sponsoring a seminar on **Process Labeling of Food** - Mon 10/5 in DC. More info at: <http://ow.ly/SWQ78>

**2 retweets1 favorite**

**NCFAR** @ncfar1 Sep 30

Oct 5-**Process Labeling of Food** (Messer, DE) & Role of Scient Engagement in Public Debate on Food Science (Folta, FL) <http://www.vanarsdall.com/media/Invite%20100515.pdf> ...

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### **CAST Tweets**

**CAST** @CASTagScience Oct 1

Join CAST in D.C. Mon, Oct 5 for the rollouts of new research--**Process Labeling of Food**

<http://campaign.r20.constantcontact.com/render?ca=39cf4b2c-5e82-4035-874c-c2ae295b0a8b&c=ae24abc0-3425-11e3-a8e1-d4ae528eade9&ch=ae24abc0-3425-11e3-a8f3-d4ae528eade9> ...

**CAST** @CASTagScience Sep 30

CAST invites you to the rollouts of new research paper: **Process Labeling of Food**

<http://campaign.r20.constantcontact.com/render?ca=39cf4b2c-5e82-4035-874c-c2ae295b0a8b&c=ae24abc0-3425-11e3-a8e1-d4ae528eade9&ch=ae24abc0-3425-11e3-a8f3-d4ae528eade9> ... #AgBlogFeed #USFRA #USDA