

**Carrefour's new "Reared without GMOs"\* labelling gives its customers the option of knowing what they are eating**

Thanks to a programme begun over 10 years ago, Carrefour is today the only retailer offering own brand products containing GMO-free animal ingredients\*. Carrefour would now like its customers to know that on 26 October, it is introducing "Reared without GMOs" labelling on over 300 food items throughout its stores in France.

With this new commitment - supported by WWF France - Carrefour is defending freedom of choice for the consumer and meeting a strong demand in France for transparency within the food industry.

### **The first retailer to offer a choice**

The French care about their food! According to a recent IFOP\*\* survey, 63% say they would stop buying a product if they knew it contained ingredients that came from animals reared on feed containing GMOs. Also, 96% believe that packaging should mention the presence or absence of GMOs in animal feed. However, current regulations do not provide for consumers to be clearly informed on this issue: if animals are reared on feed containing GMOs, it is not mandatory for this to be mentioned. Conversely, it is not possible to mention that animals are reared on feed that does not contain GMOs.



In the light of this situation, Carrefour decided to take action and inform its customers by launching its own "Reared without GMOs" logo. James McCann, Executive Director of Carrefour France, says, "We at Carrefour believe very strongly that we should provide our customers with the information and give them the freedom to choose. We are introducing complete transparency with this new labelling to allow our customers to decide for themselves whether or not to buy products containing ingredients that come from animals reared on non-GMO feed. Being a responsible retailer is one of our basic values.

### **Clearer information for consumers**

"Reared without GMOs" stickers will now feature on over 300 Carrefour own-brand items. Numerous lines of Carrefour own-brand and Carrefour Quality Commitment products are involved: pork, veal, chicken, eggs and farmed fish. With this logo, Carrefour aims to keep consumers informed about the content of the products they are eating and gives them the option of choosing their food with full knowledge of the facts.

### **A long-standing commitment**

Supported from the outset by WWF, this initiative crowns and reflects the strong commitment shown by the banner to a traceable non-GMO line for over 10 years now. Since 1998, in line with its quality policy and to improve the choice offered to its customers, Carrefour has been working to develop a line of products stemming from animals reared on non-GMO foods, and in fact is the only retailer to have done so.

Serge Orru, Chief Executive Officer of WWF France, is delighted with this commitment: "Since 1998, the WWF has been working with Carrefour on an environmental progress programme, particularly in respect of procurement (wood, responsible fishing, soya, palm oil,

paper etc.). WWF France therefore strongly supports this socially aware action of Carrefour, which as the leader in its market opens up a path that all retail businesses should follow.”

\*99.1% guaranteed

\*\* IFOP survey conducted from 12 to 15/10/2010 over a sample of 1,000 people representative of the French population and aged 18 and over.

**The launch of the “Reared without GMOs” labelling is accompanied by a national communications campaign:**

- **Print campaign beginning on 22 October**
  - A teasing phase in the national daily press on 22 Octobre (Le Figaro, Le Monde, Le Parisien, Libération)
  - A revelation phase in the national daily press on 26 October (Le Figaro, Le Monde, Le Parisien, Libération) and in magazines (L'Express, Le Point, Le Nouvel Observateur, Paris Match etc.) from 27 October
- **Web campaign, from 28 October to 8 November**
  - Three films on the web, general information portals (Orange, Youtube etc.) and specialist sites (food, sustainable development, health etc.)
  - Carrefour.fr website
- **In-store campaign**
  - POS
  - Product stickers



**About Carrefour in France**

Carrefour has over 5,500 stores in France operating in five formats (hypermarket, supermarket, convenience, hard discount and cash & carry). For 50 years, the Carrefour group has been a partner in the day-to-day lives of millions of customers, offering them a wide selection of products and services at the best prices. Carrefour assumes significant economic, social and environmental responsibilities in its operations, and is committed to providing high-quality products and ensuring customer satisfaction.

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