

GMOs & SA: Food Sovereignty & Consumer Sentiment

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Adelaide, South Australia
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A red car is visible in the background, partially obscured by the text. It appears to be in a factory or assembly line setting, with various mechanical parts and structures visible.

Lessons from Holden...

Sovereignty

Detroit calls the shots = Detroit wields the axe

Consumers

*Selling sedans into an SUV market = Kaput

WANTED: Mindless Jurisdictions

Apply now to:

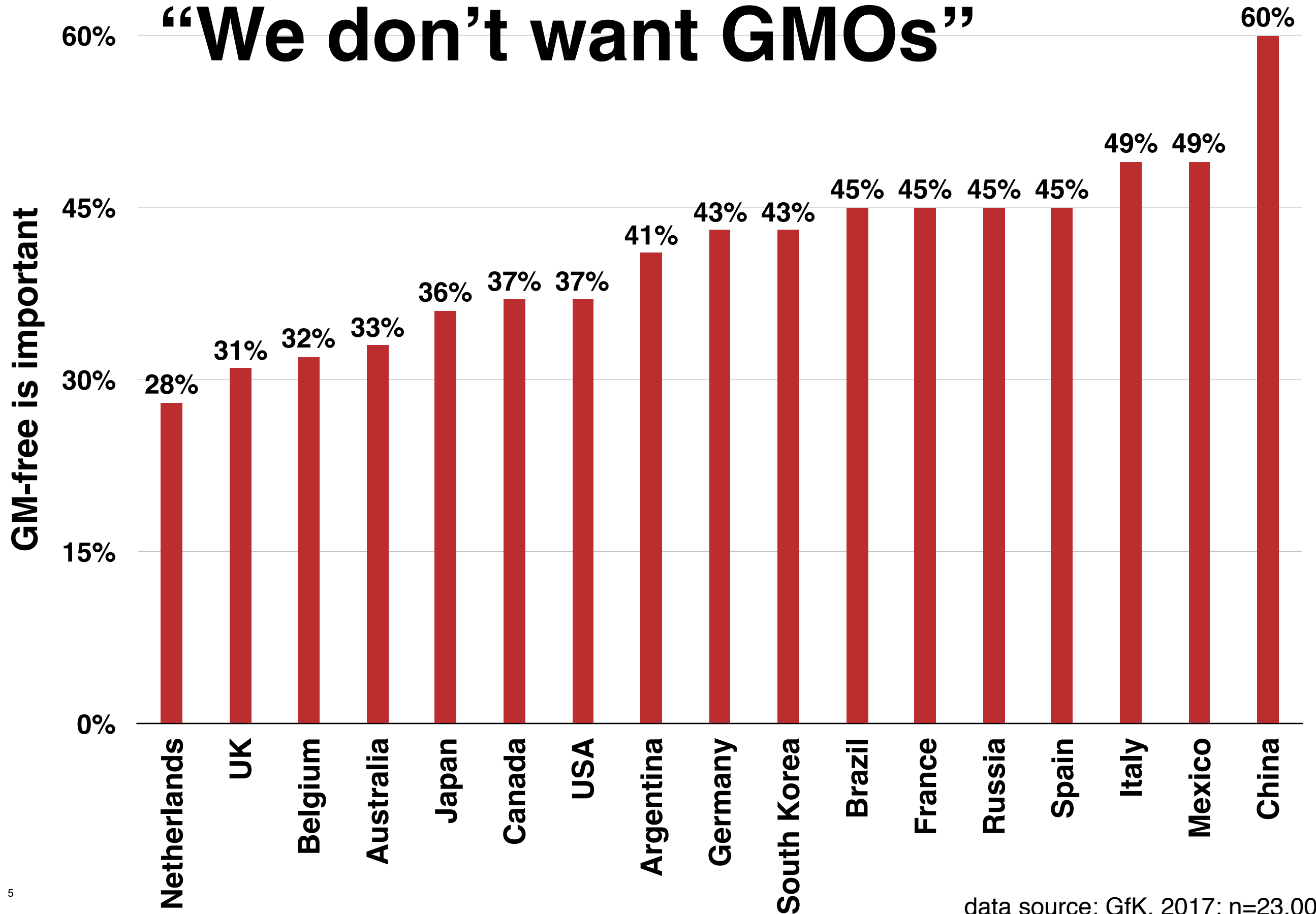
- Dusseldorf, DE (Bayer & Monsanto)
- Basel, CH (Syngenta)
- Beijing, CN (ChemChina)

You are required to:

- Relinquish Your Food Sovereignty
- Ignore Global Consumer Sentiment
- Grow Bargain-Basement Crops &
- No Social Licence Required

PS It's too bad, we can't grow our GMOs in Germany, Switzerland or China :-(

World Consumer sentiment: “We don’t want GMOs”

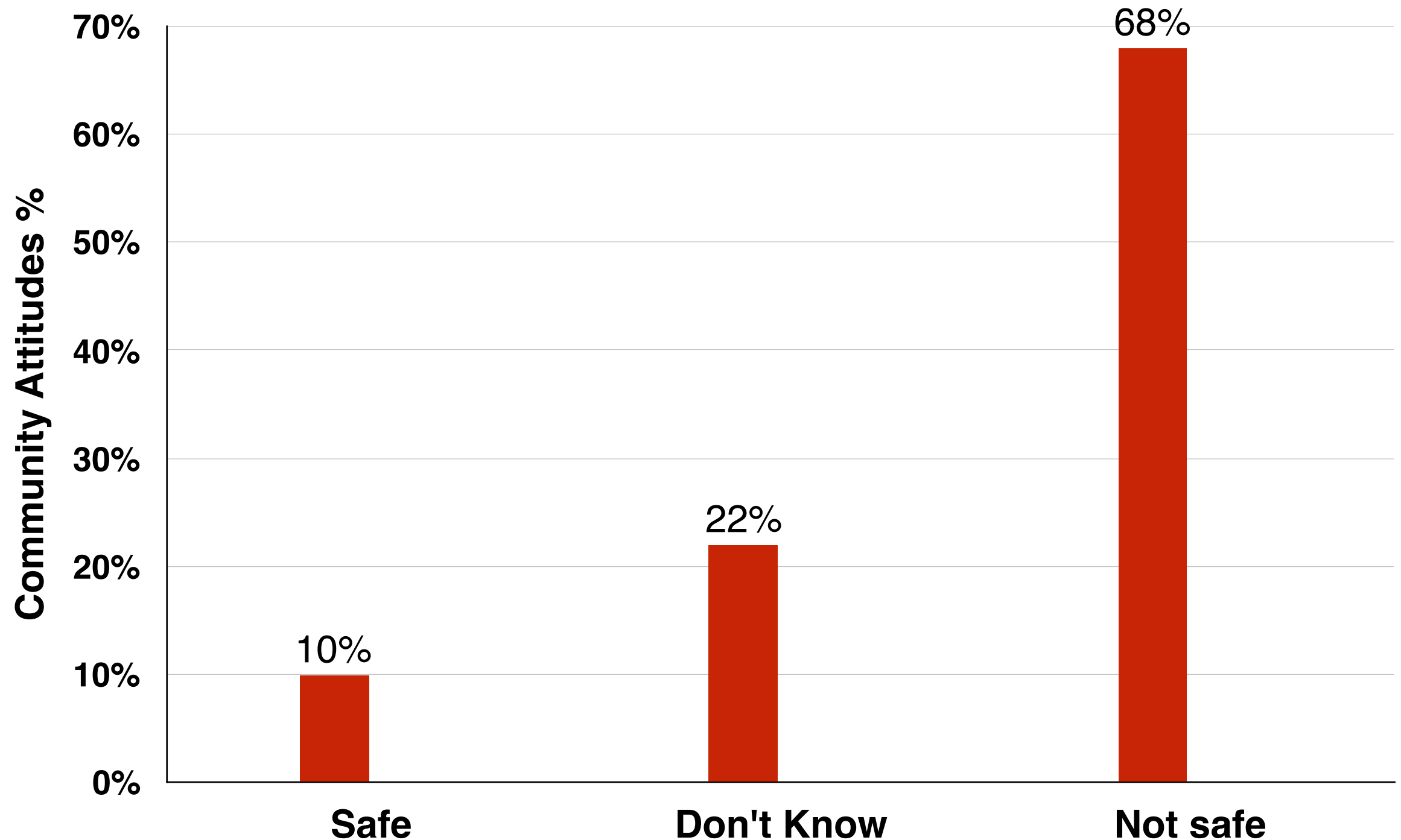


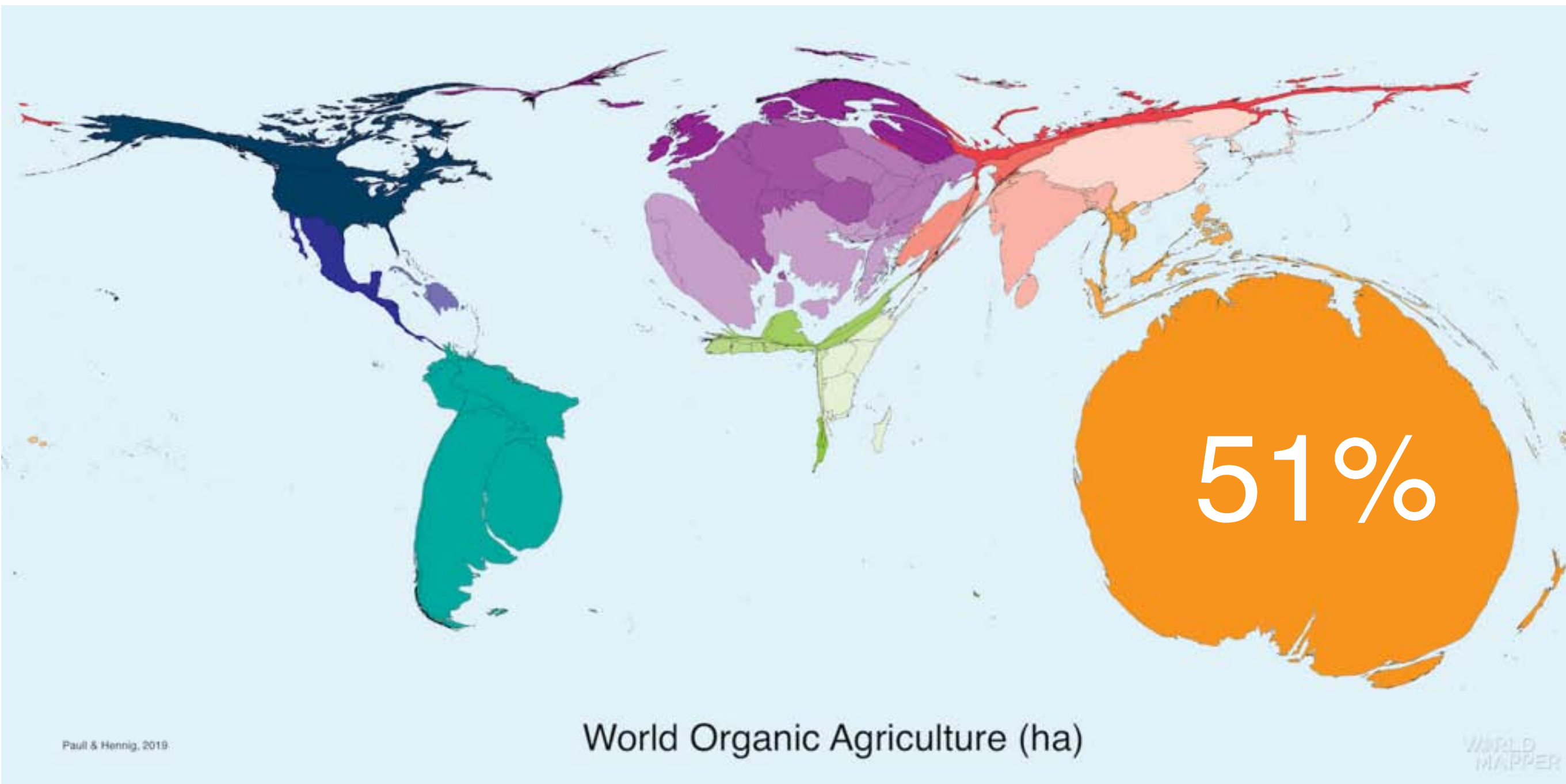
data source: GfK, 2017; n=23,000

Chinese shoppers want clean & green



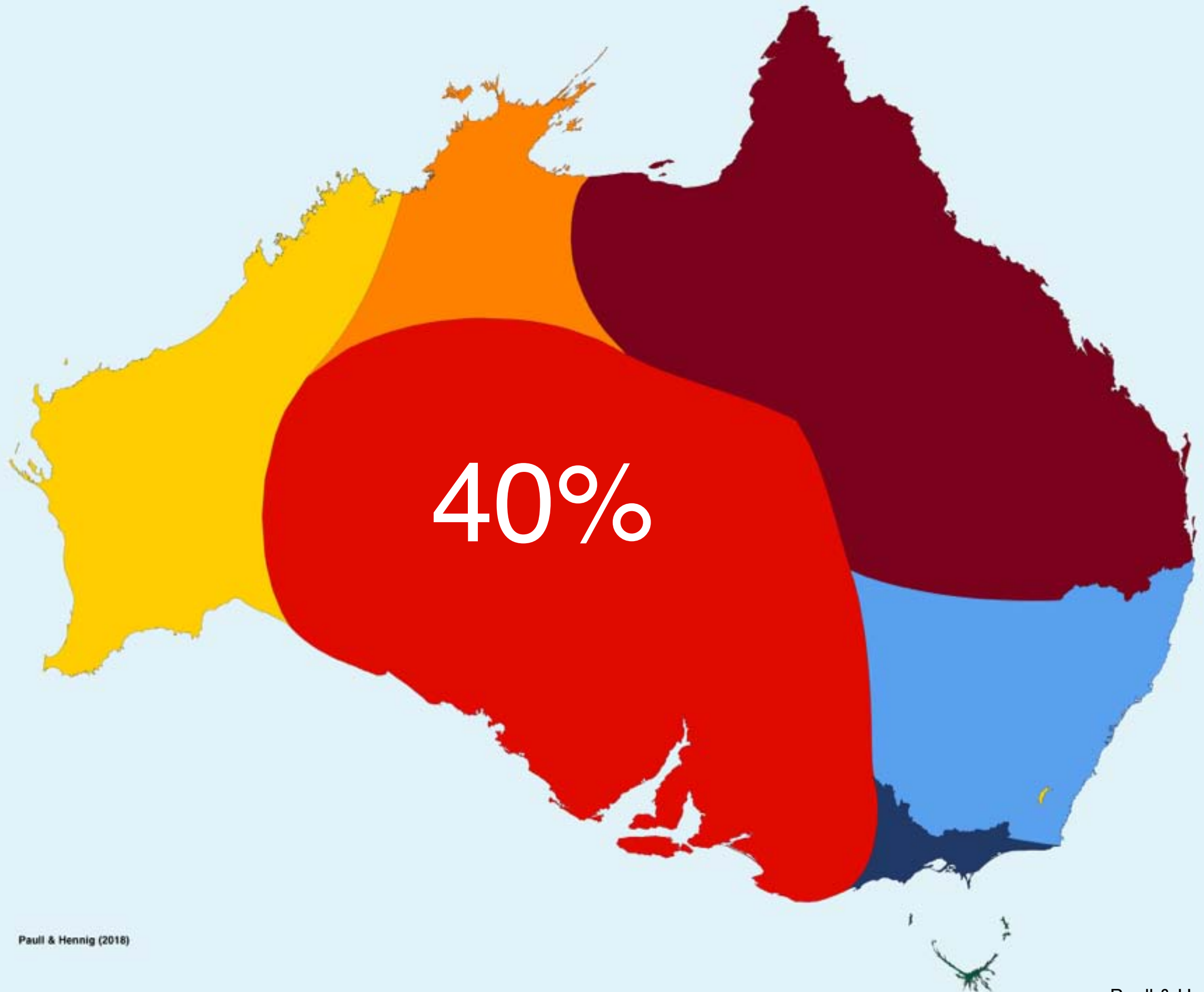
Australian Consumer sentiment: “GMOs not safe”





Australia: 51% of World Organic Agriculture (ha)

Australia: Certified Organic Agriculture (hectares)

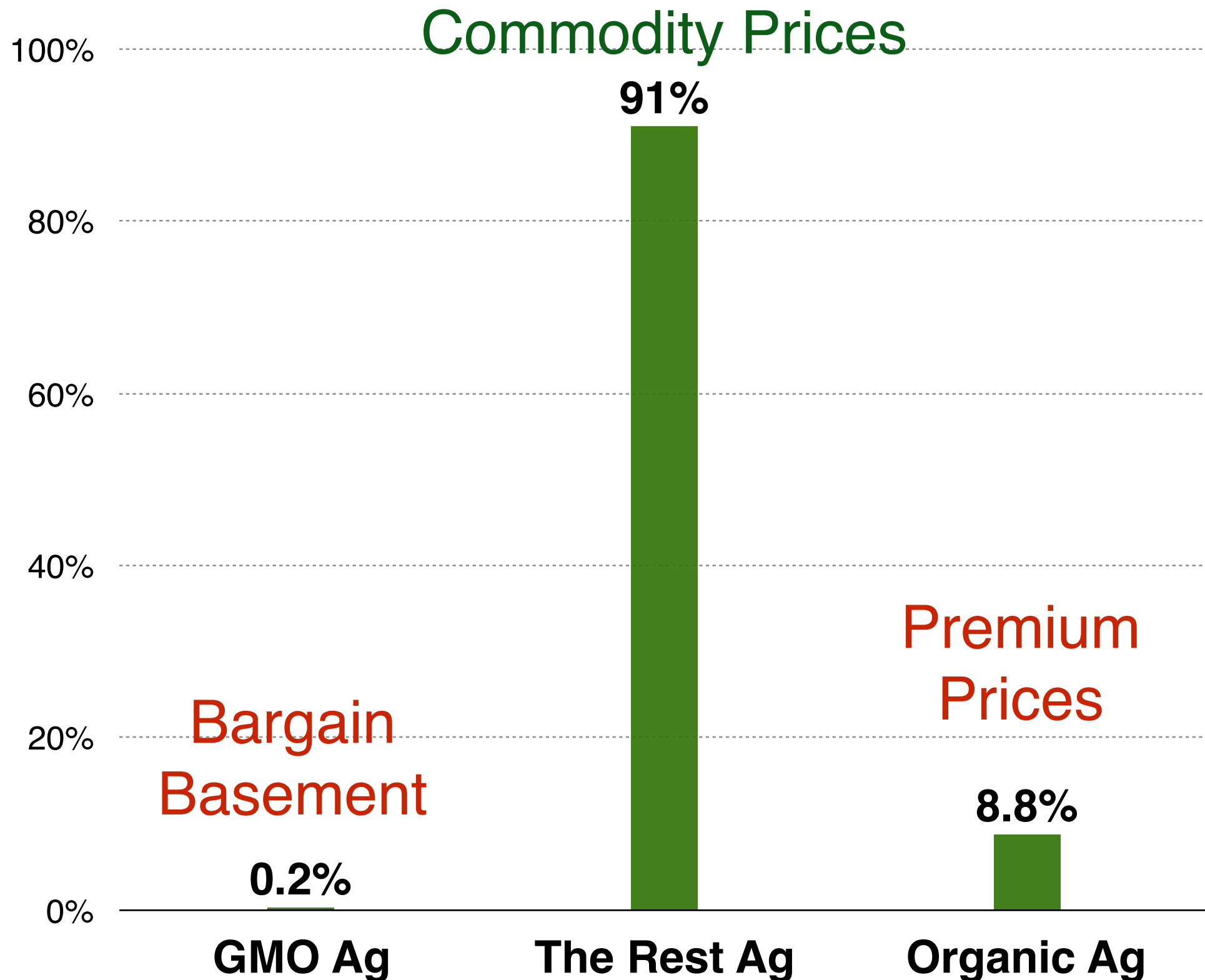


Paul & Hennig (2018)



Australia: 0.4% of World GMO Agriculture (ha)

Australian Agriculture (ha)



Europe Rejects GMOs



European GMO-Free Regions

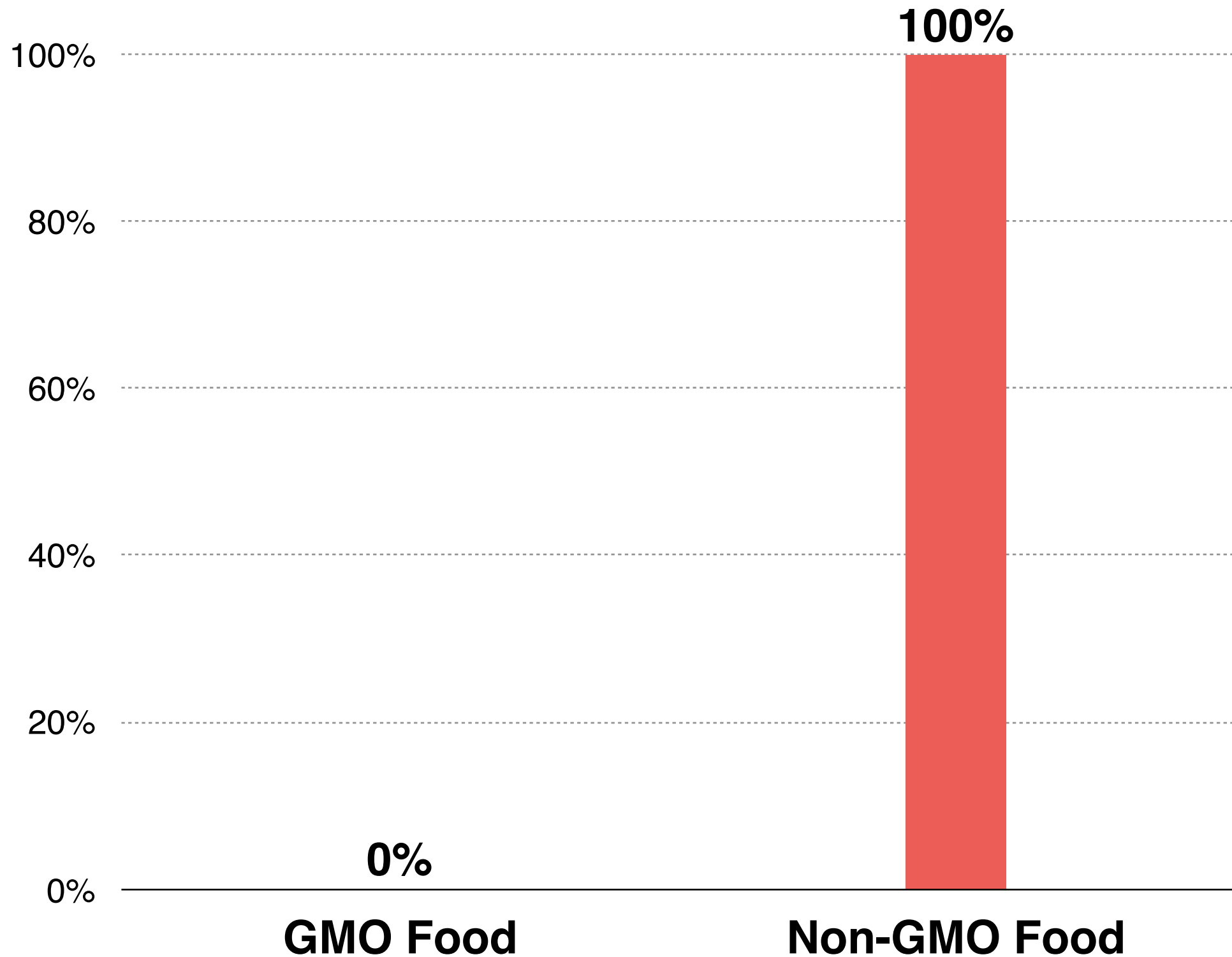
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www.gmo-free-regions.org

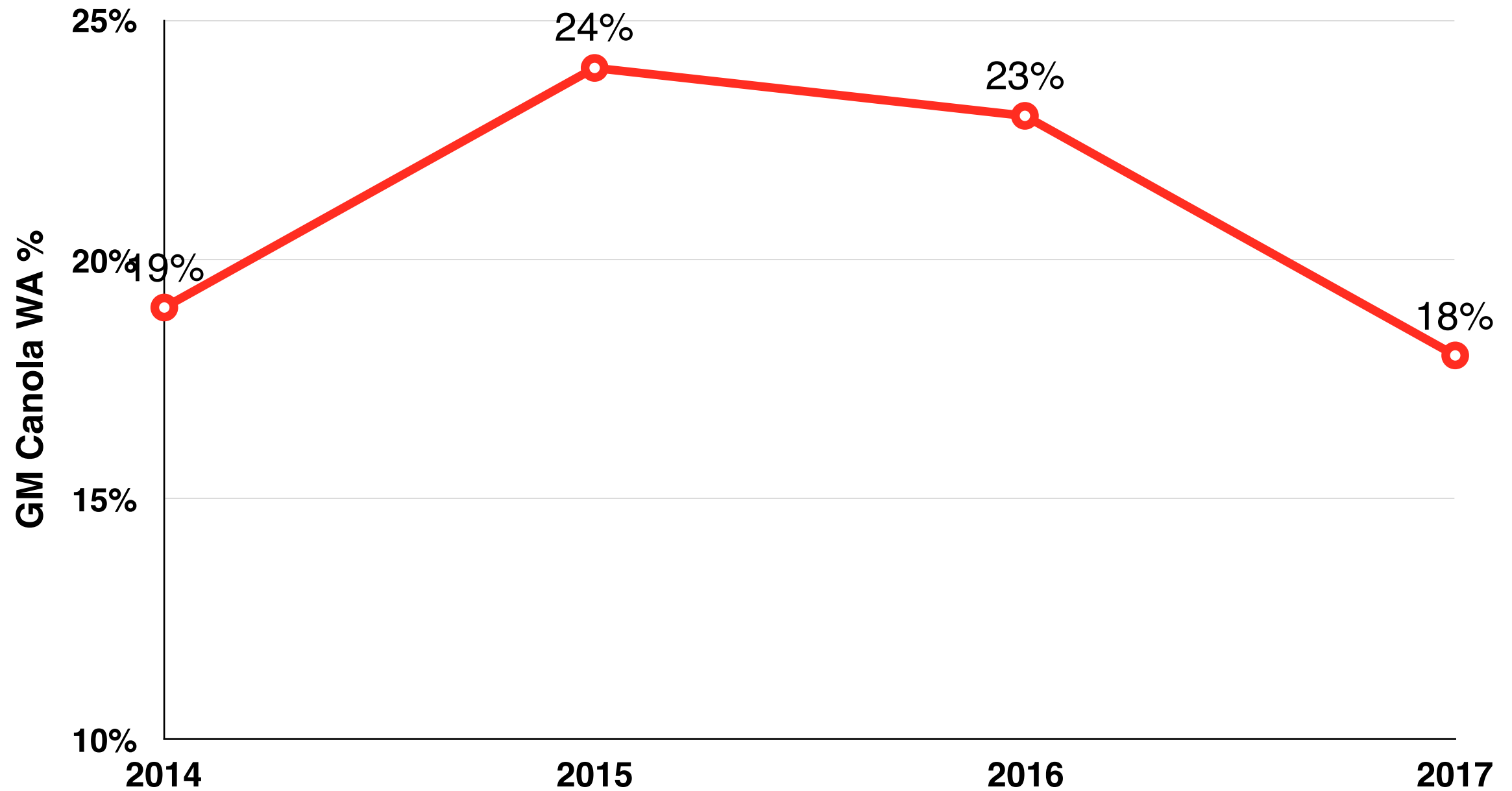
Vladimir Putin
Russia rejects GMOs
Russia to be world leader in organic food



Australian Supermarkets

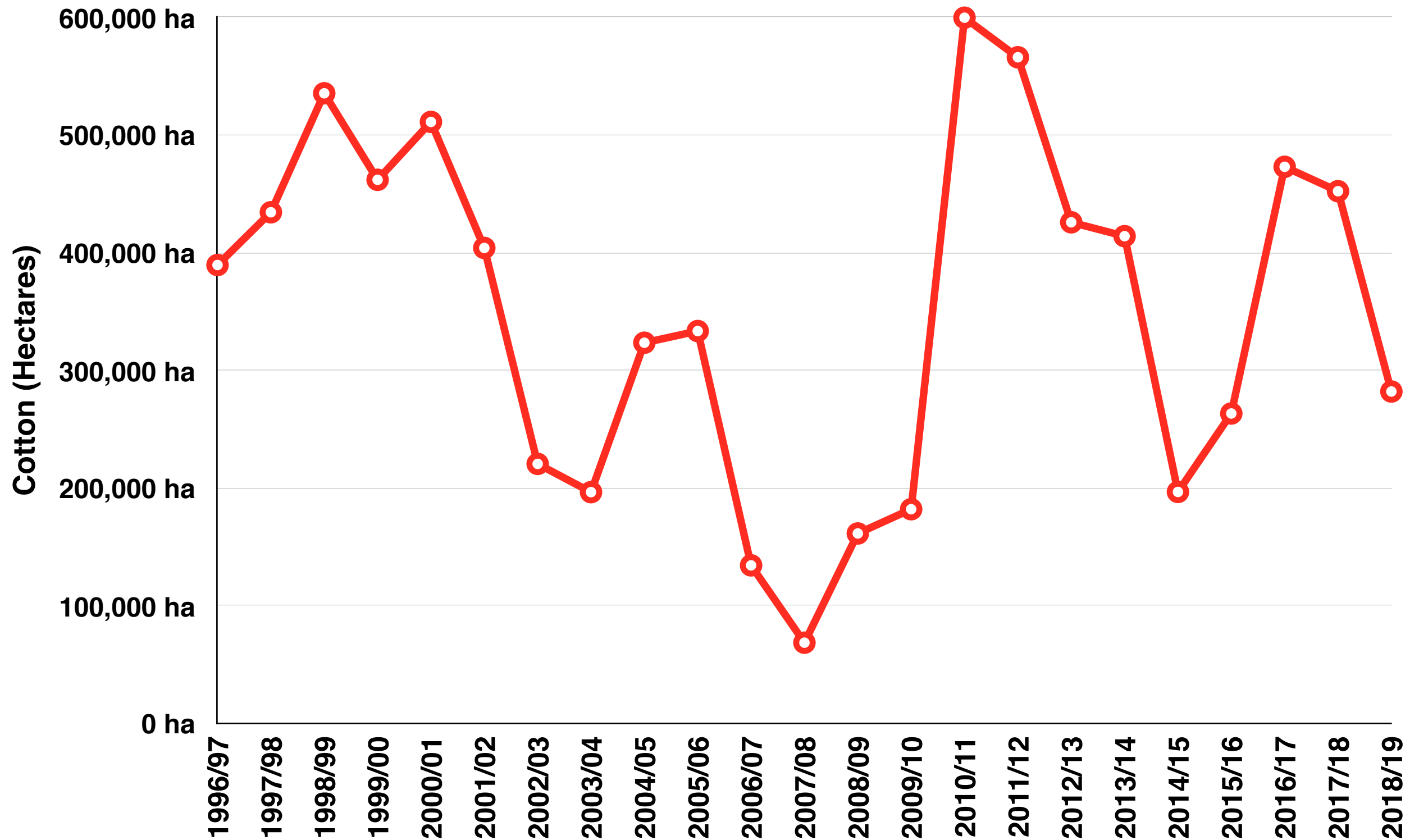


2015 Peaked



GM canola in WA %

2010 Peaked



Peak GMOs?

2015 GMO Canola Peaked in WA ↓6% share to 2017 (a)

2010 GMO Cotton Peaked in Australia ↓53% to 2018 (b)

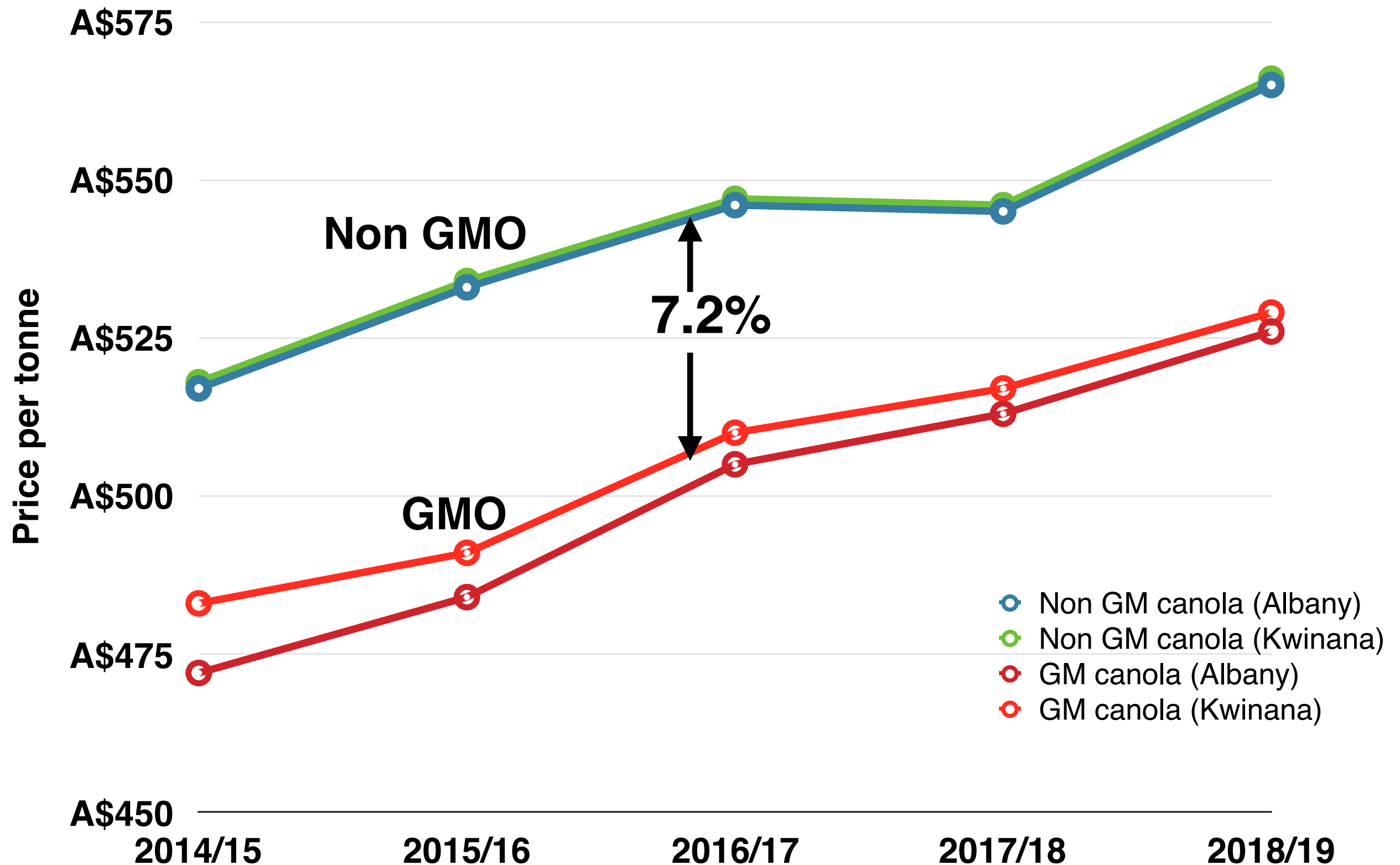
2017 GMO Corn Peaked, World, ↓ 1% in 2018 (c)

2017 GMO Canola Peaked, World ↓1% in 2018 (c)

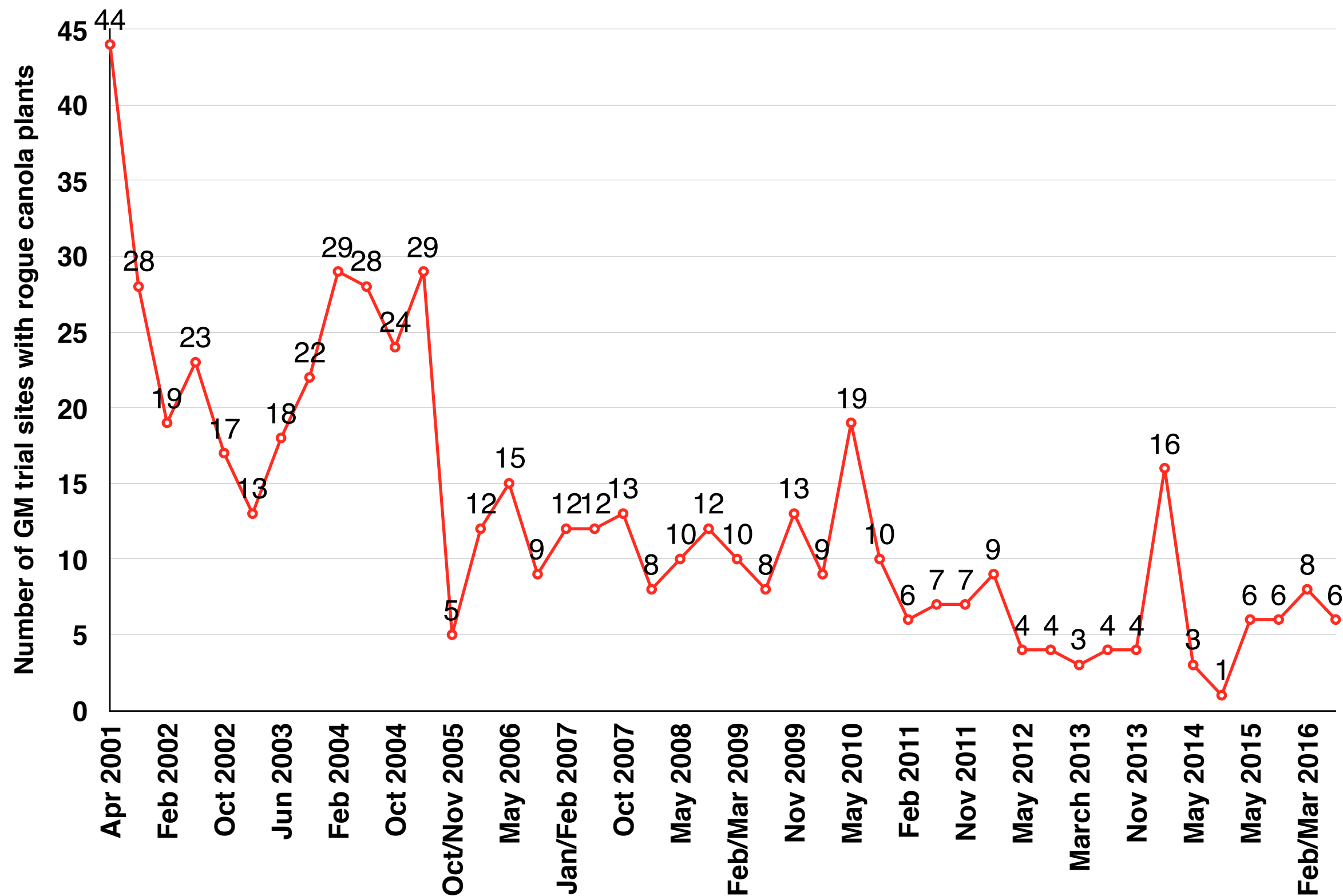
2017 Cotton Peaked, World ↓3% in 2018 (c)

GMO Price Penalty

Price penalty for GM Canola = 7.2%



Rogue GMOs in Tasmania - 2 decades



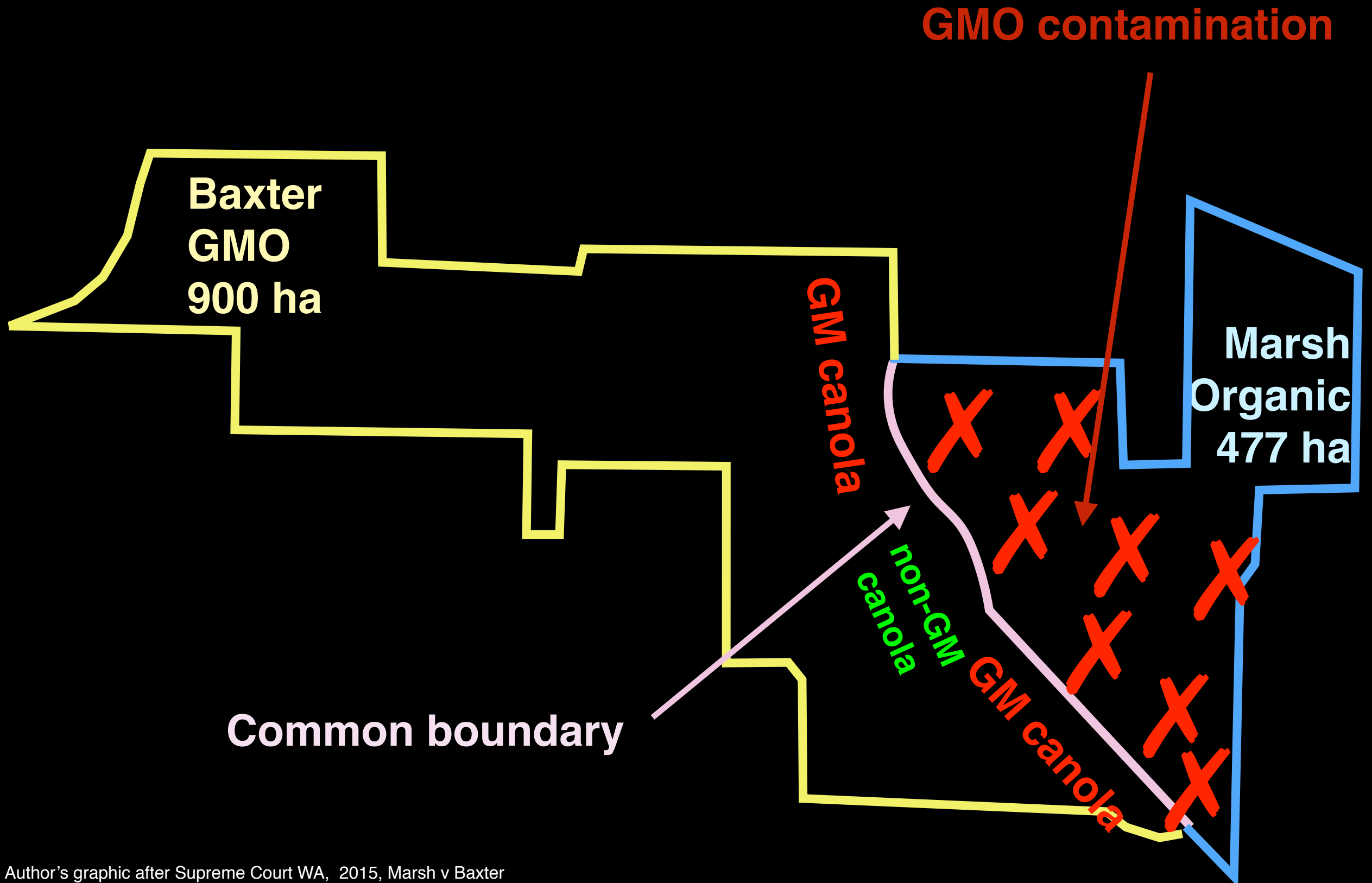
Protecting organic farmers



Steve & Sue Marsh

Marsh v Baxter

2010 @ Kojonup, WA



The **process failure** of Marsh v Baxter

Agreed injury to Marsh \$85,000

Legal costs \$2,000,000

Case was lost

Costs awarded against the injured party (Marsh)

“... the chilling effect ...”
of the Marsh v Baxter case

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Asymmetry of contestants v GMO companies

ChemChina buys Syngenta for US\$43 Billion (2017)

Bayer buys Monsanto for US\$63 Billion (2018)

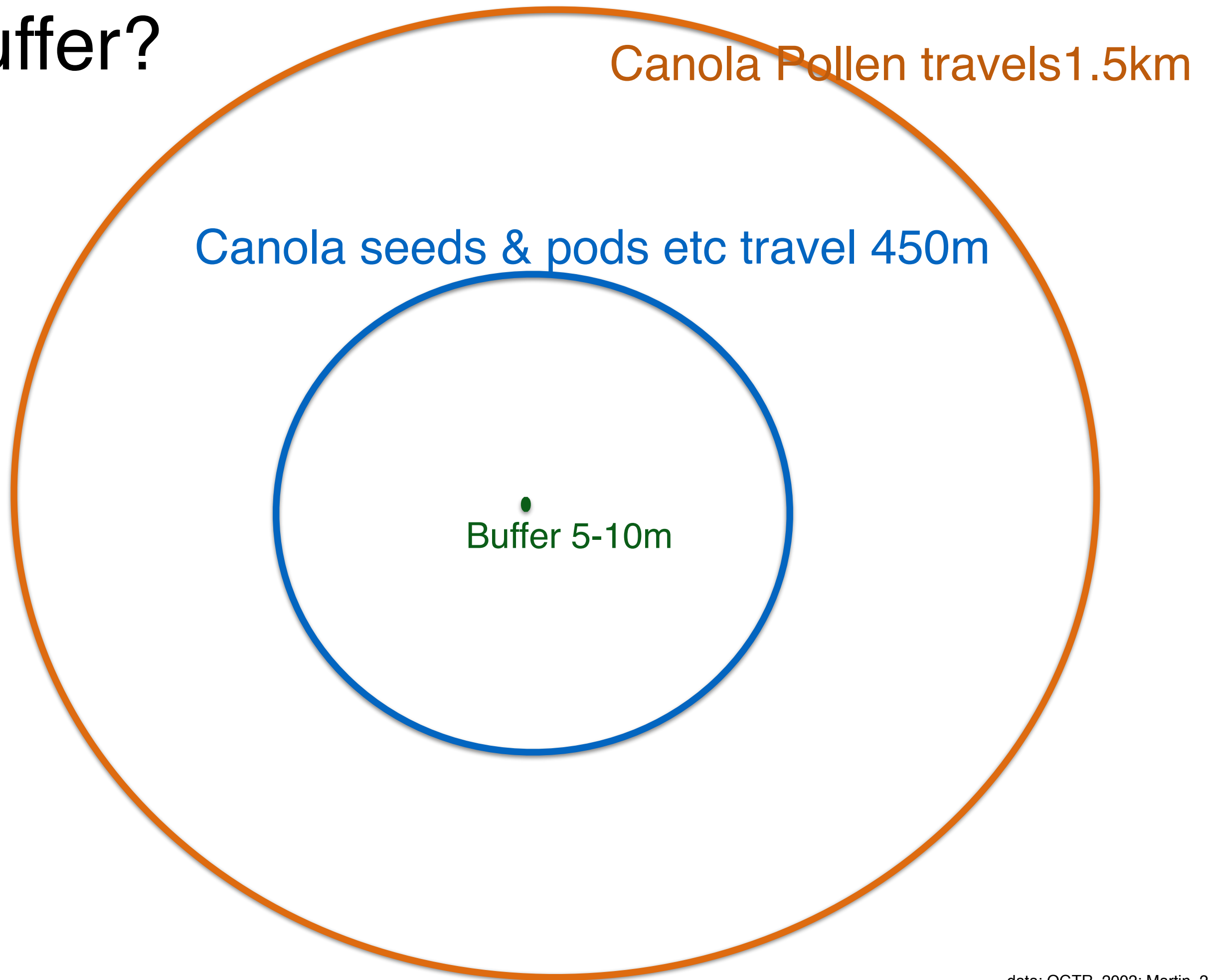
GMO glyphosate dependency

California couple who developed the same cancer after using Roundup weed killer on their property for 30 years are awarded \$2BILLION in Monsanto trial

- Monsanto must pay \$2 billion to Alva and Alberta Pilliod, a California jury ruled Monday
- The California couple both developed non-Hodgkins lymphoma
- For 30 years, they use Monsanto's Roundup weedkiller
- Now, their ongoing lawsuit is one of many to claim that the chemical glyphosate

- 3 cases lost by Bayer
- 20,000 more plaintiffs

Buffer?



From introduction to invasive

Prevention cheaper than cure

Using a removal model and estimates of economic costs incurred during toad removal, we estimate that eradicating cane toads would cost **AUD\$96,556 per km²**. Across islands that have been prioritized for conservation benefit across the toads predicted range, we estimate the remaining value of toad quarantine to be more than \$1.3 billion. The value of a proposed waterless barrier on the mainland to prevent the spread of toads into the Pilbara was in excess of \$26 billion. We conclude that quarantine of toads across Australia provides substantial value in prevented eradication costs. Smart, Tingley & Phillips, 2018.

No mechanism to compensate for GMO contamination

#	Option	Result
A	Status quo, i.e. Do nothing	The recommended outcome in the Inquiry Report
B	Levy GM industry	Not a recommendation in the Inquiry Report
C	Technology Licence Bond	Absent in the Inquiry Report
D	Non-GM farmer Insurance	Not readily available (or at all) in the marketplace
E	GM farmer Insurance	Not readily available (or at all) in the marketplace
F	Compulsory Third Party (CTP)	Not a recommendation in the Inquiry Report
G	Government pays	Absent in the Inquiry Report

All WA canola now GM contaminated

Canola Grade	Marketing Description	Specified Characteristics	Fair Description
CAN	“Non GM Canola”	“Certified GM free to Maximum adventitious presence of 0.9% GMO. Suitable for Human Consumption and Biodiesel production. ISCC EU Certified”.	Canola with GM contamination ≤0.9%
CAG	“Canola”	“Suitable for Human Consumption and Biodiesel production. ISCC EU Certified”.	GM Canola

SA decides!

Dusseldorf

Basel &

Beijing

await your decision



SA GMO Moratorium

1. Preserves Food Sovereignty
2. Accords with Consumer Sentiment
3. Validates SA Clean & Green Image
4. Supports Price Premium Agriculture
5. Avoids another Holden Car Crash



Questions ...

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Image: southaustralia.com

Abstract

The South Australian (SA) Moratorium against genetically modified organisms (GMOs): (i) preserves food sovereignty for SA, (ii) it accords with global consumer sentiment, (iii) it validates SA's clean and green and natural image, (iv) it supports premium price agriculture, and (v) it avoids another Holden car crash experience in SA. General Motors recently wielded the axe on the Holden brand in Australia. Sovereignty for Holden had long ago been ceded to Detroit, USA, and, the company in Australia had persisted in ignoring consumer sentiment by promoting sedans (Commodores) long after consumer demand had moved on to SUVs (sports utility vehicles). With a GMO Moratorium, SA maintains sovereignty of its foodscape. Without a GMO Moratorium, the shots are ceded to Dusseldorf (Bayer & Monsanto), Basel and Beijing (Syngenta & ChemChina). Global consumer surveys reveal that consumers do not want GMOs on their plate (e.g. 60% of Chinese consumers say no to GMOs). Germany, Switzerland and China exclude their own GMO companies from selling and growing their own GMO products in their home countries. So, these GMO/pesticide companies seek far away 'mindless jurisdictions' which will allow their products. Australia has 51% of the world's certified organic agriculture hectares, and just 0.4% of the world's GMO hectares. SA is a world leader in Organics and accounts for 40% of the certified organic agriculture hectares of Australia. The SA GMO Moratorium safeguards this important premium sector. GMO crops are 'bargain basement' crops that sell at a price penalty (e.g. 7.2% price penalty for WA GM canola). There is no way of containing or recalling GMOs. Once released into the environment they knit themselves into the genetic fabric of the foodscape, without any mechanism for recall. Most Australian consumers think that GMO foods are unsafe (90% in a recent survey survey), they may be right. There is at present a point of difference that Australia has from USA, also a major food exporter. Food in Australian supermarkets is non-GMO - mandated GMO labelling means that Australian food manufacturers and retailers exclude GMOs. There is no means for effectively segregating GMO crops and nor for avoiding contaminating non-GMO farms. The sensible decision for the Parliament of South Australia is to leave the SA GMO Moratorium in place.

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A photograph of the Parliament of South Australia building at night. The building is a grand, classical-style structure with a prominent portico supported by tall, fluted columns. The interior lights are on, and the building is illuminated from within, casting a warm glow. The portico is topped by a balustrade with decorative urns. Bare trees are visible in the foreground, and the sky is dark.

Parliament South Australia