

39%

Believe that introducing GM production to NZ would have a positive impact, or no impact, on our country's image.

In July we looked at **public sentiment toward gene editing across different applications**, including in New Zealand food production*. We touched on GM crops to contextualise these results. This time we take a closer look at GM, focusing on willingness to buy, the impact of premiums for non-GM food, and what production would do for our country's image.

We started with a question that gauged overall support. There were no significant differences between the July and February results. **Just over a quarter are in favour of growing GM crops in NZ.**

When we look at sale and purchase there are differences in sentiment toward fresh fruit and vegetables versus fresh meat.

- The proportion either neutral or in support of the sale of GM fresh fruit and veg in NZ outweighs those that oppose it. Around half of the population also said that they would definitely, or probably, buy it and 43% would not be willing to pay more for an equivalent non-GM product.
- There is slightly greater opposition to GM fresh meat being available for sale in NZ. However, 50% are either neutral or support it, a third say that they would definitely, or probably, buy it, and 40% would not be willing to pay more for an equivalent non-GM product.

The drivers to purchase we tested would all have an effect. Two-thirds to three-quarters of respondents said that cheaper prices, less pesticide residue and better nutrition would have at least some impact on them as a driver to purchase GM foods.

And, though the majority did think that introducing GM production to NZ would have a negative impact on our country's image, 39% saw it as a positive change or one that would have no impact at all.

If you have a food and fibre related question you would like to know the answer to, get in touch with Liz: liz@researchfirst.co.nz.

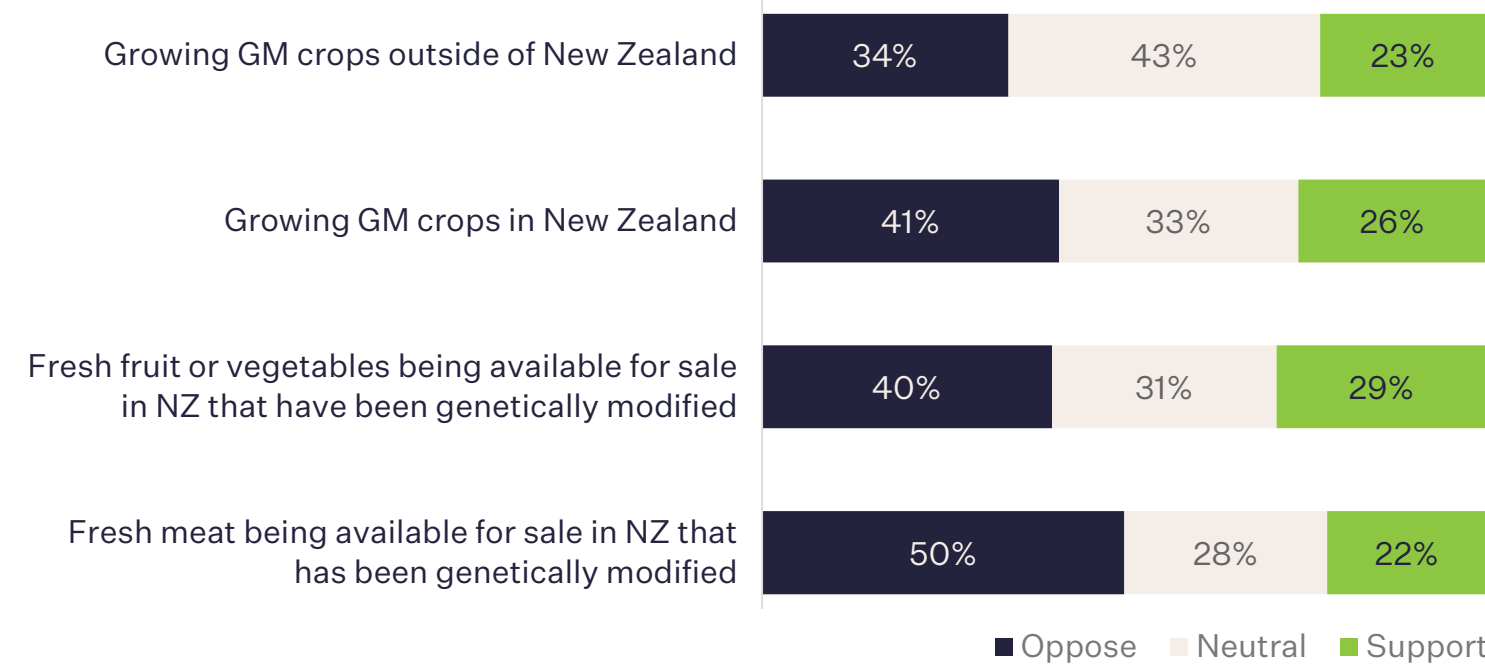
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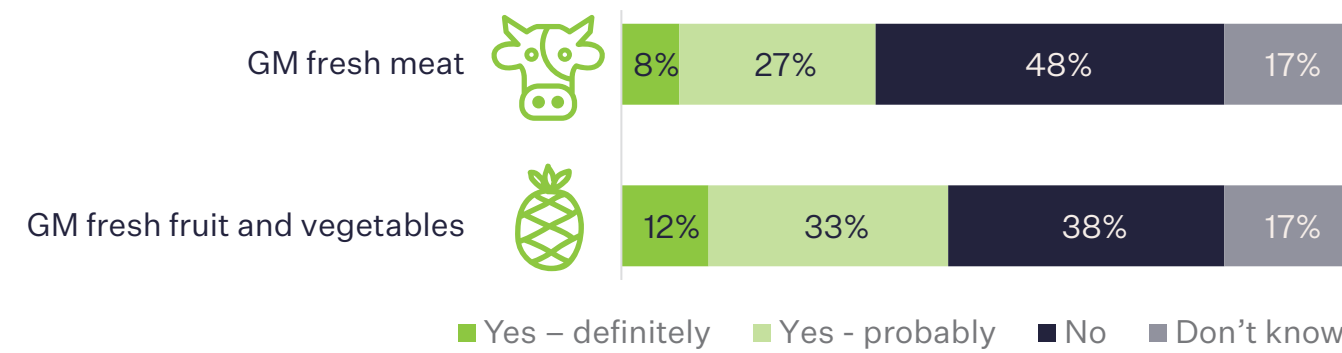
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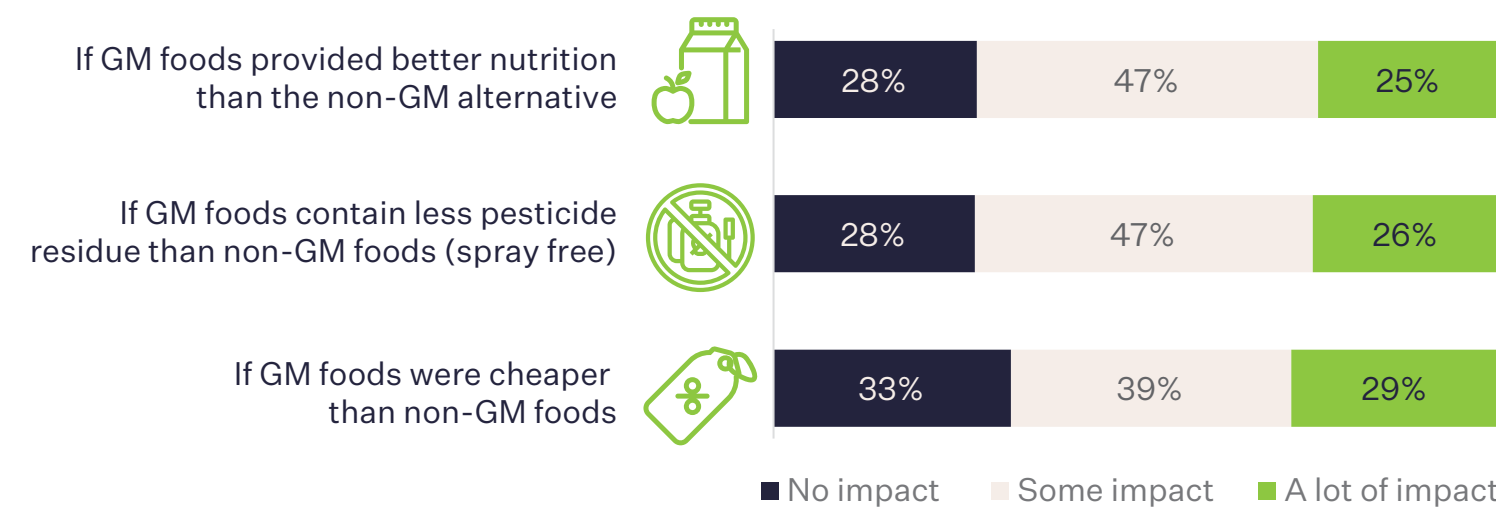
In principle, which of the following do you support? (Feb 2023 results)



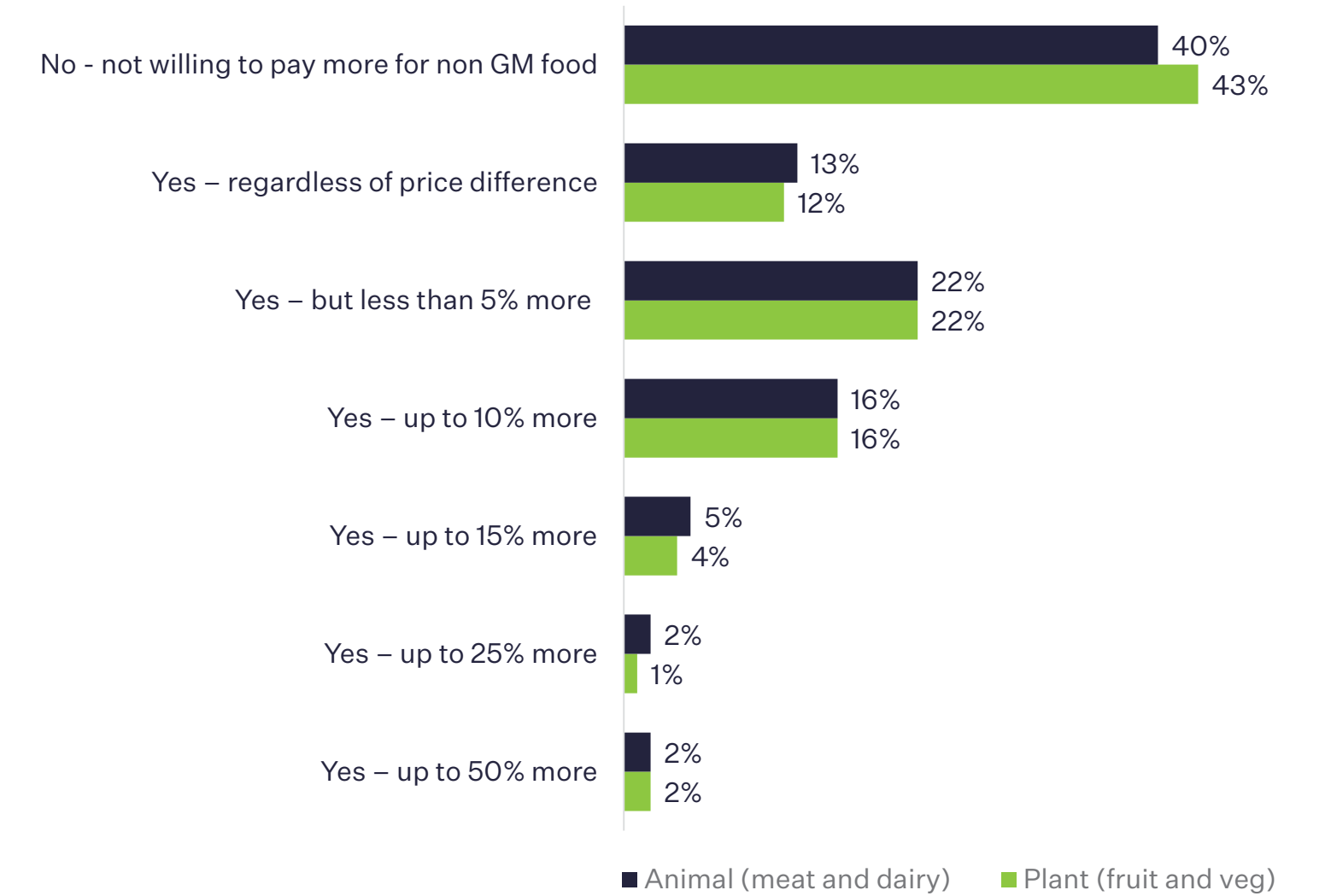
Would you buy GM foods?



How much impact would the following factors have on increasing your likelihood to purchase GM foods?



Given two similar plant products (fruit and vegetable)/ animal products (meat and dairy), one produced through GM processes and one through standard farming practices, would you be willing to pay more for the non-GM product?



What impact do you think introducing GM production to NZ would have on our country's image?

