

## FSA 22-09-04 - The Genetic Technology (Precision Breeding) Bill

### Table Annex C

The document was published as a web page but, when converted to a pdf file, the table at the start of Annex C was not formatted correctly. It is therefore provided here.

## Annex C: Examples of potential approaches to providing consumers with information

Approach	Summary
Information made available on gov.uk	<p>Accessible overview of precision breeding techniques and <b>PRO:Precision Bred Organisms</b> in the food chain, including case studies/examples.</p> <p>This would feature on gov.uk websites (consumer education), with links to other related information.</p>
Industry-led consumer information schemes	<p>Industry would lead on deciding when and how to provide information to consumers, for example through specific marketing campaigns or at product level (labelling).</p>
Targeted consumer awareness campaign	<p>Targeted consumer awareness campaign(s) to raise confidence and trust in safety of <b>PRO</b> products on the shelves.</p> <p>This could be achieved through a number of different media channels available to the <b>FSA</b> across the UK.</p>
Public register	<p>A public (open) register of <b>PRO:Precision Bred Organisms</b> authorised for use in food and feed.</p> <p>This could list each approved application, the company or organisation that is approved to produce the product, and may also include other relevant information to aid traceability and transparency.</p>
Voluntary schemes for labelling	<p>A Government led and accredited scheme, with agreed principles (for consumer consistency) for displaying information that it is a food containing or derived from <b>PRO:Precision Bred Organisms</b>.</p>
Batch codes/QR codes	<p>A voluntary or mandatory code/QR label on a <b>PRO</b> product which could be looked at in more detail by a consumer online.</p>
Mandatory labelling	<p>All food and feed which contained or was derived from <b>PRO:Precision Bred Organisms</b> would be referenced on the label.</p>