



# New Poll Shows Consumers Overwhelmingly Support Country-of-Origin Labeling on Food

On June 20, 2005, Public Citizen released the results of a poll on country-of-origin labeling. The poll, which was conducted June 9-12 by Lake Snell Perry Mermin & Associates, surveyed 1,004 adults living in private households in the continental United States.

Eighty-five percent of those surveyed say they want country-of-origin labeling (COOL). Additionally, 74 percent support the idea of Congress making such labeling a mandatory program, and 55 percent have "little or not much trust" in the meat, seafood, produce and grocery industries to voluntarily provide country-of-origin information.

**Question 1:** Do you favor or oppose requiring the meat, seafood, produce and grocery industries to include on food labels the name of the country where the food is grown or produced?

	National	North Central	South	West	Northeast
Favor	85%	87%	86%	80%	89%
Oppose	11%	9%	9%	17%	10%
Don't Know	4%	4%	5%	3%	2%

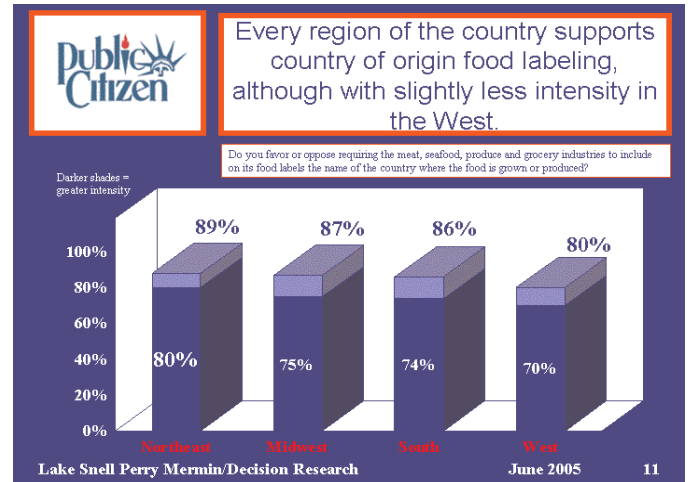
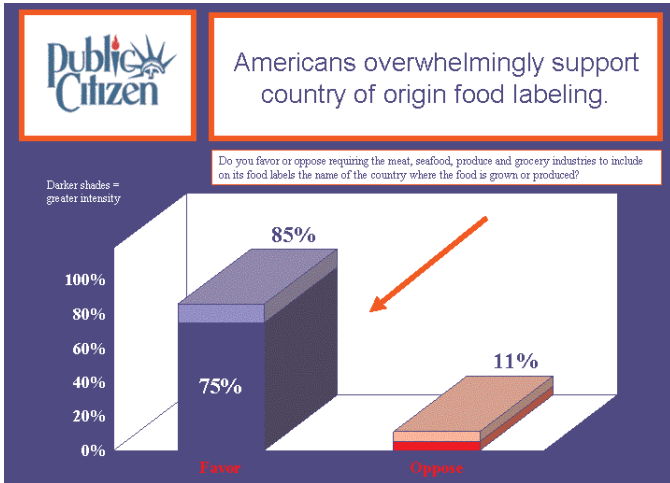
**Question 2:** There is a bill in Congress to require labels on the food we buy with the name of the country where meat, seafood, or produce is grown or produced. Should Congress require industry to provide this information or should industry be allowed to decide if they want to provide this information?

	National	North Central	South	West	Northeast
Congress require	74%	76%	73%	73%	75%
Industry decide	21%	18%	21%	22%	19%
Neither	2%	1%	3%	3%	1%
Other-- not specified	0%	0%	--	--	--
Don't know	3%	5%	2%	3%	4%

**Question 3:** How much would you trust the meat, seafood, produce and grocery industries to voluntarily provide information about where food products come from - a lot, some, only a little, not much at all?

	National	North Central	South	West	Northeast
A lot/some	44%	42%	45%	46%	43%
A little/not much	55%	56%	55%	53%	57%
Don't know	1%	2%	1%	--	1%

# Nationwide, Consumers want country of origin food labeling



## Consumers prefer mandatory COOL

