

WEB APPENDIX A: ATTITUDE STRENGTH MEASURES (1 = not at all to 5 = extremely)

1. How easily does your attitude come to mind when you encounter issues about GMO foods?
2. About how often do you have thoughts about GMO foods?
3. How important would you say the issues of GMO foods are to you personally?
4. How much do you personally care about the issues related to GMO foods?
5. How well informed are you about GMO food issues?
6. How much do the issues of GMO foods directly affect you?

WEB APPENDIX B: SAFETY, AND NEUTRAL MESSAGE IN STUDIES 1 AND 2

Neutral message:

Plant Pollination By Insects

Pollination is the process whereby plants receive pollen from other plants of the same species so that they can reproduce by forming seeds. Most crops grown for their fruits, nuts, seeds, and hay require pollination by insects. The main insect pollinators, by far, are bees.

Studies have shown that bees make excellent pollinators because most of their life is spent collecting pollen, a source of protein that they feed to their developing offspring. When a bee lands on a flower, the hairs all over the bees' body attract pollen grains through electrostatic forces. Stiff hairs on their legs enable them to groom the pollen into specialized brushes or pockets on their legs or body, and then carry it back to their nest.

Safety message:

The Truth About GMOs: They Are Safe to Eat

Independent researchers and international scientific agencies (e.g., the Food and Drug Administration) have suggested that genetically modified (GMO) foods do not pose risks to our health or the environment that are any different from the risks posed by the non-GMO crops.

GMO foods are among the most extensively studied scientific subjects in history. Animal studies show that GMO feed does not have a negative effect on the animals, and that they are about as nutritionally equivalent as animals who are not fed GMO crops. Human studies show that GMO foods do not pose any human health concern and that they are as safe as those foods produced through traditional breeding.

Risk message:

The Truth About GMOs: They Are Not Safe to Eat

Numerous health problems increased after genetically modified (GMO) foods were introduced around twenty years ago. The American Academy of Environmental Medicine (AAEM) urges doctors to prescribe non-GMO foods for all patients.

They cite animal studies showing organ damage, gastrointestinal and immune system disorders, accelerated aging, and infertility. Human studies show how foods can leave material behind inside us, possibly causing long-term problems. Genes inserted into GMO soy, for example, can transfer into the DNA of bacteria living inside us, and the toxic insecticide produced by GMO corn was found in the blood of pregnant women and their unborn fetuses.

WEB APPENDIX C: SAFETY, BENEFIT, AND NEUTRAL MESSAGES IN STUDY 3

Plant Pollination by Insects

Plant Pollination

The process whereby plants receive pollen from other plants of the same species so that they can reproduce by forming seeds.

Main insect pollinators: Bees



The diagram illustrates the process of pollination by bees. It shows two bees interacting with a flower. The first bee is shown picking up pollen grains from the flower's stamen. The second bee is shown transferring the pollen from its body to the flower's pistil. The diagram is labeled 'Pollination' and includes two numbered steps: 1. Pollinators pick up pollen grains as they drink nectar. 2. The pollen is then transferred from flower to flower as the pollinator moves and feeds.

Neutral message used in study 3


GMOs?

Genetically Modified Organism


Science of GMOs

Genetic modification may include the **addition of DNA** from species that would **not breed** in nature.


GMOs foods are beneficial.



GMO foods contain better nutritional value.




GMO soybean oil
60% less saturated fat than conventional soybean oil.




GMO foods have better texture.


Conventional apples



GMO apples




After 8 hours, GMO Granny apples do not brown like conventional Granny apples.



GMO foods are more affordable.

GMO canola, soybean, and corn



6% - 10% less expensive than conventional counterparts.

Benefit message used in study 3


GMOs?

Genetically Modified Organism


Science of GMOs

Genetic modification may include the **addition of DNA** from species that would **not breed** in nature.


GMOs foods are safe to eat.



GMO foods don't lead to cancer, organ damage, infertility, or allergies.




GMO fed animals
29 years of livestock health data indicates no unusual trends.




GMO foods don't pose any human health concern.

GMO foods




130 research projects & 25 years of research conclude that GMO foods are as safe as their conventional counterparts.



The technology behind the creation of GMOs does not make it unsafe.

■ Unsafe ■ Safe



88% AAAS* scientists agree that GMO foods are safe to eat.

*American Association for the Advancement of Science

Safety message used in study 3