USMEF International Study: Methodology

4,065 adult respondents responsible for their household's grocery shopping (had purchased pork within the past 12 months) were surveyed in:

- **Mexico:** N =1,017
- **Canada:** N = 1,030
- **Japan:** N = 1,018
- **Colombia:** N=1,000

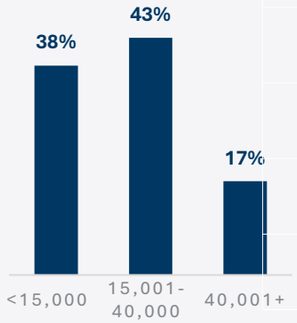
The survey was fielded from October 28th to November 11th, 2025.

*Note: PRP was **not** specifically mentioned in this study.

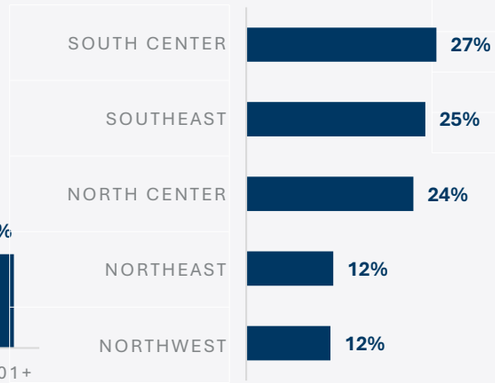
Demographics

MEXICO

INCOME



REGION



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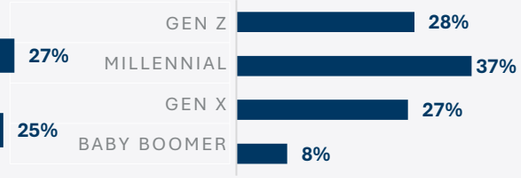
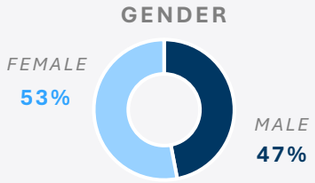
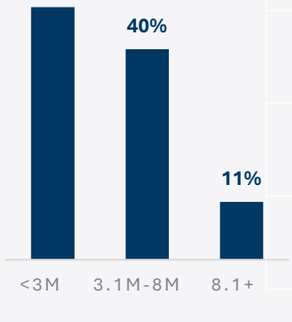


GENDER



COLOMBIA

INCOME



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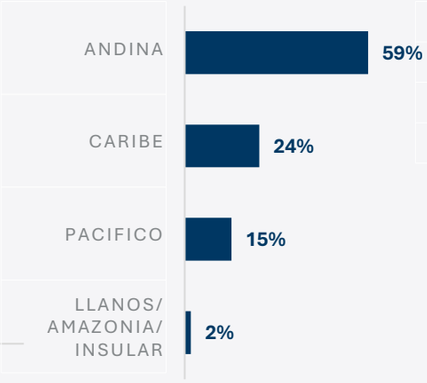

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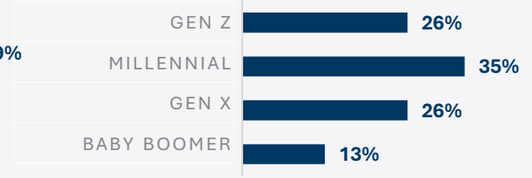

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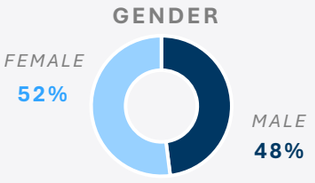
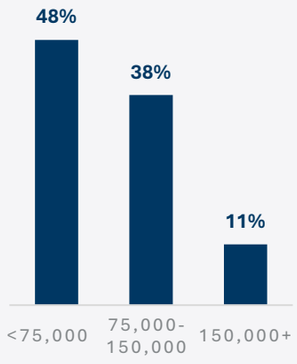


CANADA

INCOME



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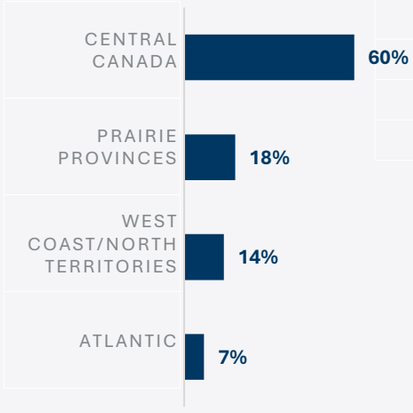

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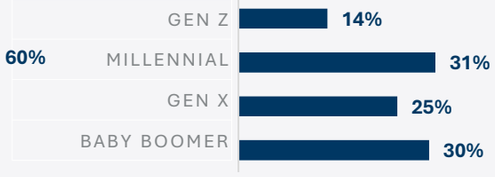

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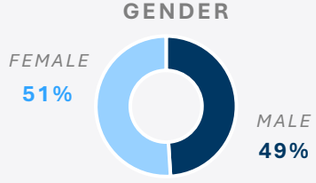
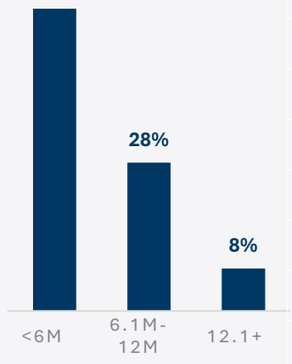


JAPAN

INCOME



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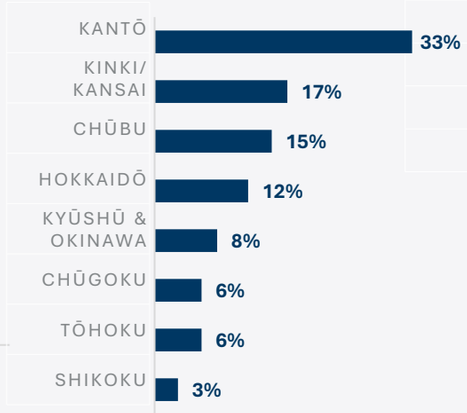

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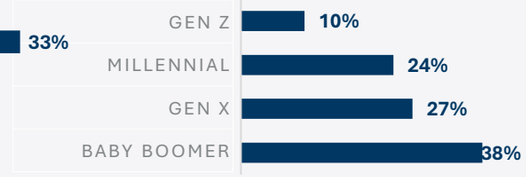

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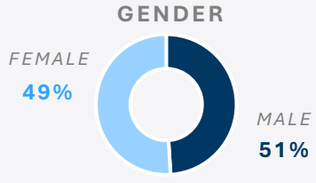


International Findings Across Markets

1) **The majority (>51%) of consumers are ambivalent:** Even with a definition, most remain unsure; unprompted, virtually none think of gene editing as a food-relevant technology.

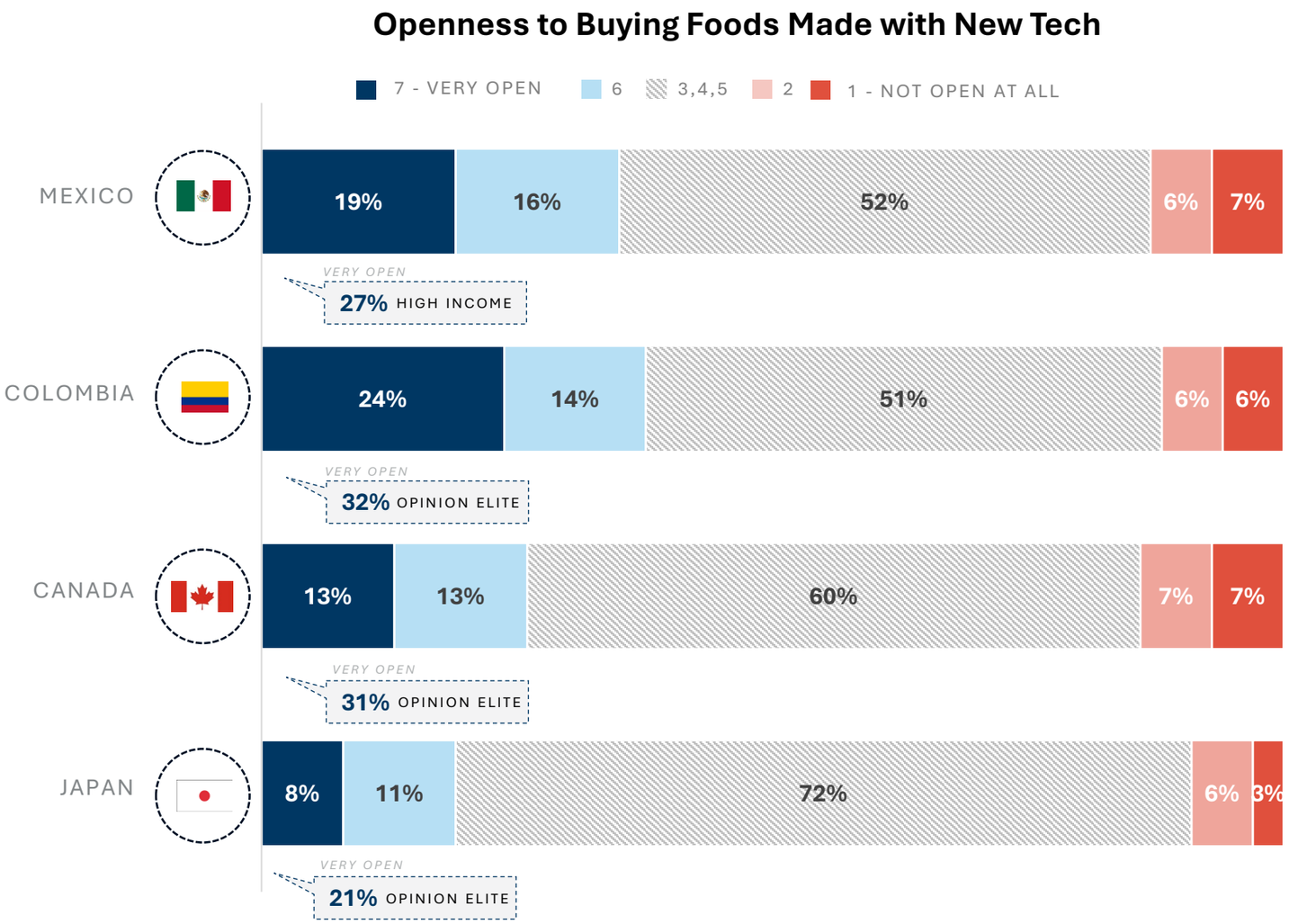
2) **Clear labeling is essential:** Clear labeling for gene edited pork is seen as a critical step in product transparency and trust (keep in mind that a large amount of product goes into further processing internationally).

3) **“Naturalness” is an important consideration:** Particularly in Canada and Japan, there is confusion and concern about how gene editing technology differs from GMOs and lab-grown meat; this ranges from perceptions of naturalness, as well as sustainability and animal welfare.

4) **Uncertainty about what’s “in it for them:”** No single consumer benefit clearly defines gene-edited pork, while consumers’ concerns are more salient and personal.

1) The majority (>51%) of consumers are ambivalent

Interest varies by country, but most consumers show mixed openness to food made with new tech



Top Associations with Food Tech

25%	Food preservation and processing technologies
15%	Concerns about health, safety and naturalness
14%	Alternative meats and lab-grown food
<1%	**Responses mentioned gene editing**

Q: When you think about new technologies in food or meat production, what comes to mind? N=4,065
Q: In general, how open are you to purchasing foods produced with new technologies? N=4,065

1) Consumers remain ambivalent even with some (limited) education

Understanding drives modest gains in support; even with a provided definition, most remain unsure

Overall Support Before v. After Defining Gene-Edited Pork

	MEXICO		COLOMBIA		CANADA		JAPAN	
	BEFORE	AFTER	BEFORE	AFTER	BEFORE	AFTER	BEFORE	AFTER
NEUTRAL (3,4,5) + UNSURE	60%	54%	60%	55%	68%	63%	80%	73%

"Gene-edited pork comes from pigs whose DNA has been changed using precise scientific tools, such as CRISPR. Unlike older methods of genetic modification (GMOs), gene editing involves making small changes within the animal's own genes, without adding genes from other species. These changes are made at the embryo stage, so the animal develops with the edits from birth and passes them on to future generations."

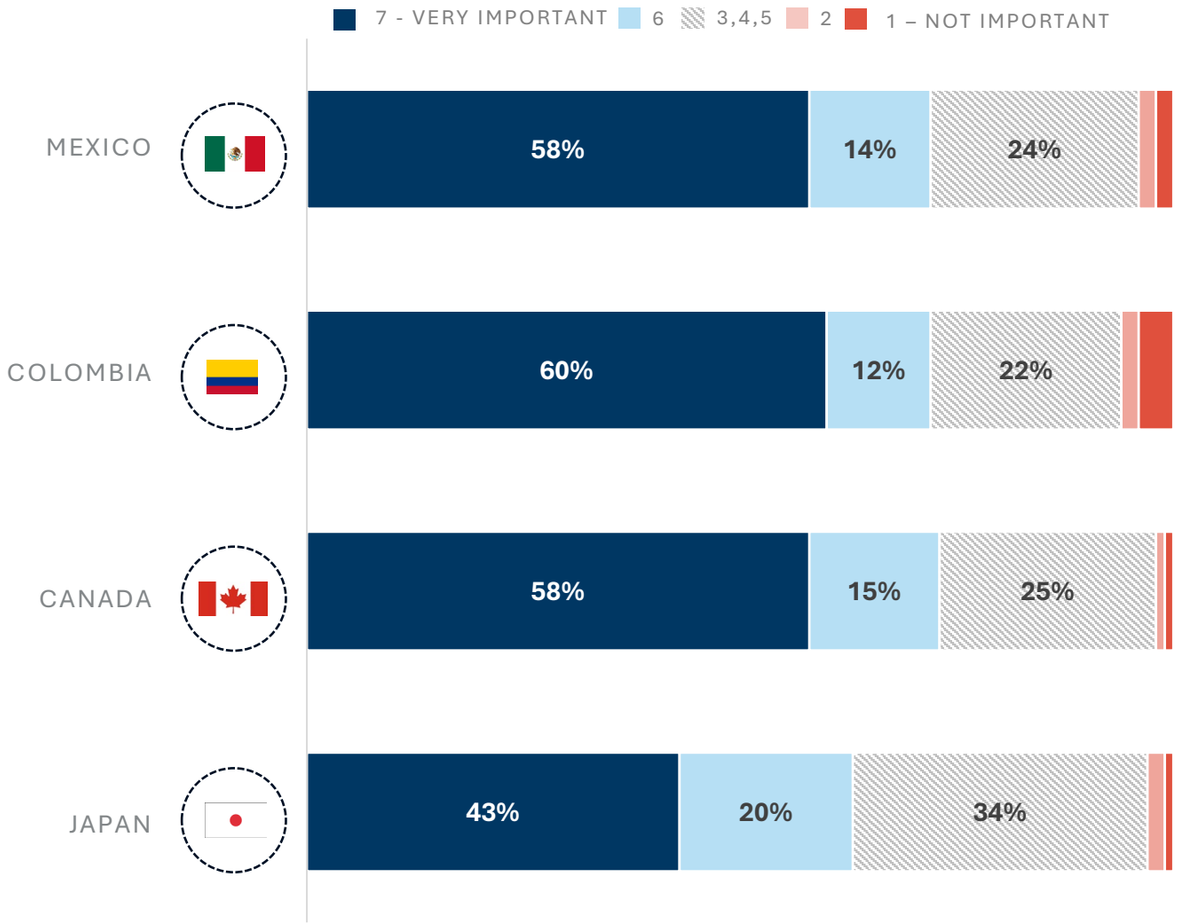
-- Gene-edited pork definition provided

Q: To what extent do you support or oppose the use of gene editing specifically in pork? N=4,065
Q: Having read about how gene editing works, to what extent do you support or oppose the use of gene editing specifically in pork? N=4,065

2) Clear labeling is important

Majorities in all markets view on-pack labeling as important

Importance of Clear Labels



Top Item Label Should Include

57% A CLEAR STATEMENT THAT THE PORK IS "GENE EDITED"

61% GOVERNMENT OR REGULATOR APPROVAL SEAL

69% A CLEAR STATEMENT THAT THE PORK IS "GENE EDITED"

72% A CLEAR STATEMENT THAT THE PORK IS "GENE EDITED"

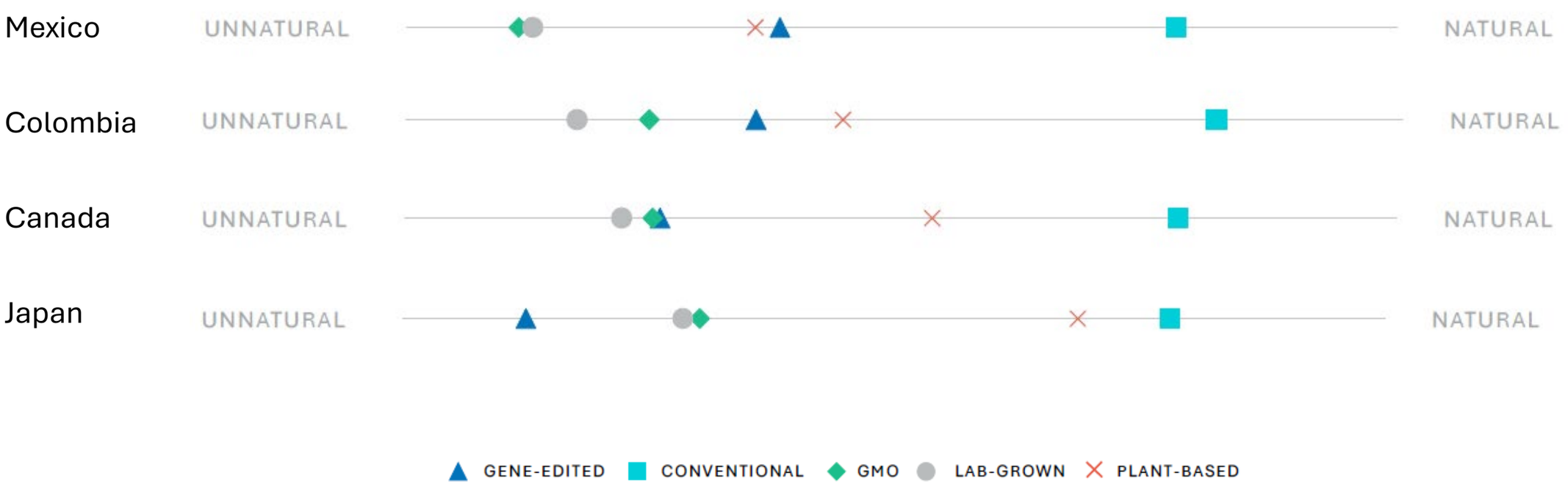
Q: If you were purchasing gene-edited pork, how important would it be for you to see clear labels on the package that indicate it is gene-edited? N=4,065
Q: What information should packaging labels for gene-edited pork include? N=4,065

3) “Naturalness” is an important consideration

Confusion exists about if/how gene editing differs from GMOs and lab-grown meat

Attribute Associations Across Pork Types

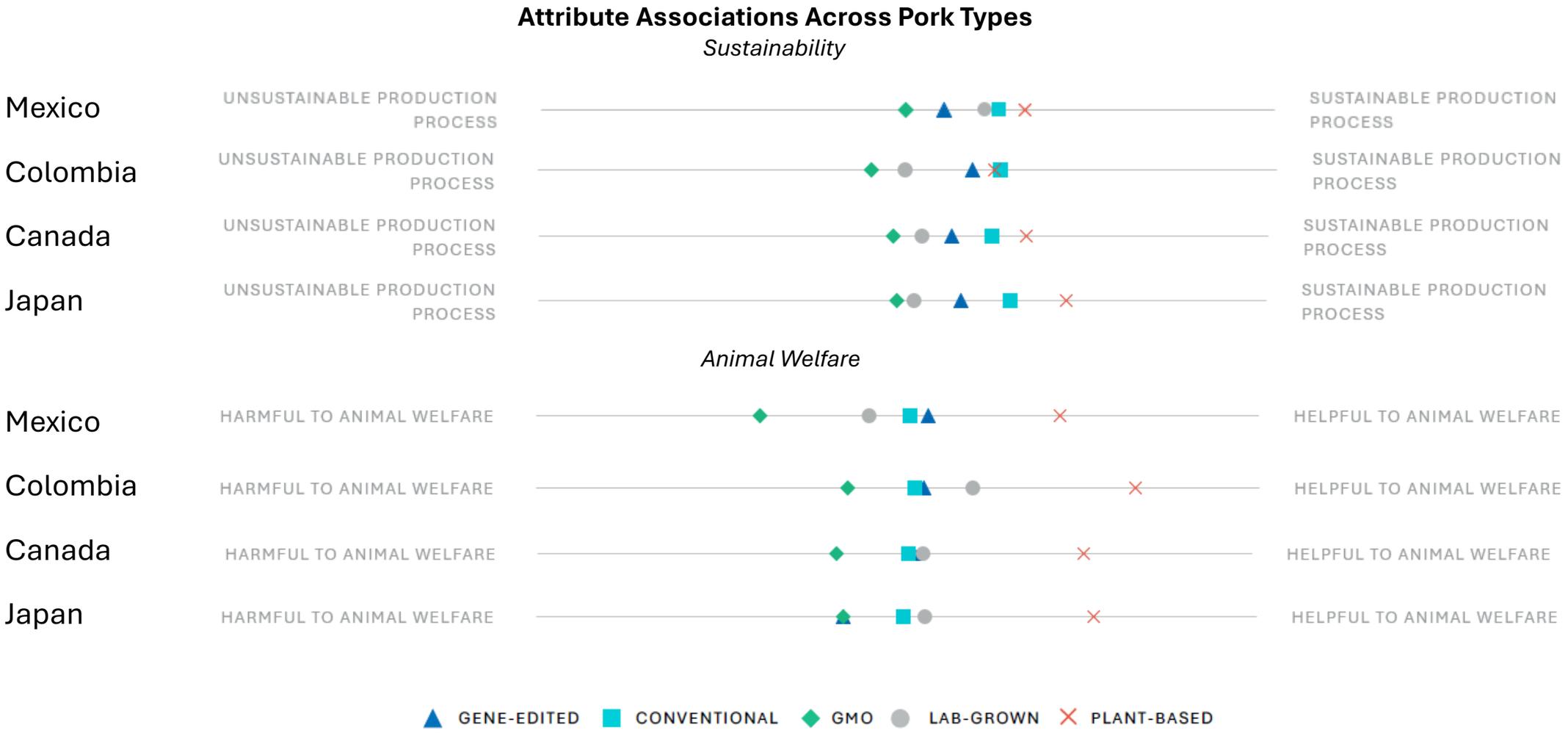
Naturalness



Q: In your opinion, which of the following attributes better describe [PORK TYPE]? For each pair of options, please indicate which option better describes it.

3) Perceptions of gene editing on sustainability and animal welfare yet to solidify

But gene editing is seen as more sustainable and helpful to animal welfare versus GMOs



Q: In your opinion, which of the following attributes better describe [PORK TYPE]? For each pair of options, please indicate which option better describes it.

4) Concerns outweigh benefits

No single consumer benefit clearly defines gene-edited pork, yet unknown effects and health risks dominate concerns

Top Benefits of Gene-Edited Pork

Mexico	BETTER ANIMAL WELFARE	37%
Colombia	REDUCED ANTIBIOTIC USE	38%
Canada	REDUCED ANTIBIOTIC USE	43%
Japan	SAFER MEAT	29%

Top Concerns with Gene-Edited Pork

Mexico	UNKNOWN EFFECTS	58%
Colombia	UNKNOWN EFFECTS	59%
Canada	UNKNOWN EFFECTS	57%
Japan	HEALTH / SAFETY RISKS	49%

Q. In your opinion, what are the benefits of gene-edited pork? N=4,065
Q. Which concerns, if any, do you have about gene-edited pork? N=4,065

For more information on the survey, please contact Erin Borror at eborror@usmef.org