Annexure-VIII
Questionnaire -II (Retailer)

Tick the correct option

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Question</th>
<th>Yes, If yes, which? (%)</th>
<th>No (%)</th>
<th>Don't know (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Do you know about Genetically modified foods/seeds?</td>
<td>8</td>
<td>60</td>
<td>32</td>
</tr>
<tr>
<td>2.</td>
<td>Do you handle and sell packaged/processed food/seeds?</td>
<td>80</td>
<td>20</td>
<td>-</td>
</tr>
<tr>
<td>3.</td>
<td>Do you handle and sell unpackaged food like groceries?</td>
<td>20</td>
<td>80</td>
<td>-</td>
</tr>
<tr>
<td>4.</td>
<td>Are any of the above mentioned foods/seeds, genetically modified or contain genetically modified ingredients?</td>
<td>-</td>
<td>36</td>
<td>64</td>
</tr>
<tr>
<td>5.</td>
<td>Do you handle and sell imported processed food stuff and food additives?</td>
<td>72</td>
<td>28</td>
<td>-</td>
</tr>
<tr>
<td>6.</td>
<td>Do you handle and sell food that needs refrigeration?</td>
<td>88</td>
<td>12</td>
<td>-</td>
</tr>
<tr>
<td>7.</td>
<td>Do you cook or reheat food?</td>
<td>28</td>
<td>72</td>
<td>-</td>
</tr>
<tr>
<td>8.</td>
<td>Do you deliver or distribute food?</td>
<td>4</td>
<td>96</td>
<td>-</td>
</tr>
</tbody>
</table>

Q 9) Say how much you agree/disagree to the following statements.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Statement</th>
<th>Strongly agree (%)</th>
<th>Agree (%)</th>
<th>Neither agree / disagree (%)</th>
<th>Disagree (%)</th>
<th>Strongly disagree (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Spending capacity of the consumer has increased in the last decade.</td>
<td>40</td>
<td>60</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>b</td>
<td>Increased range of food products gives more choices to the consumer.</td>
<td>52</td>
<td>44</td>
<td>4</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>c</td>
<td>Imported food products are more preferred than local ones.</td>
<td>4</td>
<td>44</td>
<td>28</td>
<td>24</td>
<td>-</td>
</tr>
<tr>
<td>D</td>
<td>Branded food products are more preferred than the non-branded.</td>
<td>44</td>
<td>56</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>E</td>
<td>Price of the food product is the main deciding factor for the consumer.</td>
<td>16</td>
<td>76</td>
<td>4</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td>F</td>
<td>Consumer is aware of the ingredients of the food purchased and reads the labels carefully.</td>
<td>20</td>
<td>72</td>
<td>4</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td>G</td>
<td>Taste of the food item is main deciding factor while purchasing a food item.</td>
<td>28</td>
<td>72</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>H</td>
<td>Looks and packaging is the main deciding factor while purchasing a food item.</td>
<td>40</td>
<td>60</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>I</td>
<td>Quality is more important than the price for the consumers.</td>
<td>48</td>
<td>52</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>J</td>
<td>People are aware of GM food and enquire about the GM status of the food/seeds.</td>
<td>-</td>
<td>4</td>
<td>36</td>
<td>48</td>
<td>12</td>
</tr>
<tr>
<td>K</td>
<td>GM food /seeds will hit Indian market in next five years.</td>
<td>4</td>
<td>-</td>
<td>76</td>
<td>20</td>
<td>-</td>
</tr>
</tbody>
</table>
GM food will face major hurdles and opposition from different sections of the society.

Major food companies are against GM food because of the controversies surrounding it and will not accept it.

GM food will increase the competition in the food market.

Presence of both GM and non-GM food will lead to mixing and segregation will become difficult during the production.

Q10) Over the past decade which food items/eatables have shown maximum innovation?
   a) Packaged food 60%
   b) Groceries -
   c) Ready to eat 20%
   d) Preserved food 16%
   e) Fortified food, like health supplements 4%
   f) Any other, please mention -

Q11) According to you, what kind of innovation has affected the food industry as well as the consumers, the most?
   a) improved taste 32%
   b) increased shelf life 12%
   c) nutritional improvement 12%
   d) better packaging 44%
   e) Genetic modification -
   f) Any other, please mention -

Q12) Can the GM food/seed bring value to you, as a retailer?
   a) Yes -
   b) No 8%
   c) No idea 92%

Q13) Will GM food/seed be able to generate new sales?
   a) Yes 4%
   b) No 12%
   c) Don't know 84%

Q14) Are you aware of the controversies surrounding the GM food/seed like presence of harmful toxins from GM maize in the maternal and fetal blood?
   a) Yes -
   b) No 4%
   c) Don't know 96%

Q15) Are you aware that GoI has put a moratorium on the release of a GM food crop?
   a) Yes 4%
   b) No 8%
   c) Don't know 88%
   If yes, mention the crop.

Q16) Given an option, will you keep, sell and promote GM food/seed?
   a) Yes 4%
   b) No 20%
   c) Don't know 76%

Q17) Is it legal to sell or produce GM food/seed in our country?
   a) Yes -
   b) No 4%
   c) Don't know 96%
Q18) Many rules and regulations govern food safety and packaging in our country. Do you know about any laws regarding sale, purchase and production of GM foods/seeds or processed foods with GM ingredients?
   a) Yes 4%
   b) No -
   c) Don’t know 96%

Q19) Do you know about any laws regarding the labeling of GM foods or processed foods with GM ingredients?
   a) Yes 4%
   b) No 4%
   c) Don’t know 92%

Q20) Are there any possible effects of GM foods/seeds production?
   a) Yes 48%
   b) No -
   c) Don’t know 52%

Q21) Are there any possible benefits of GM food/seeds?
   a) Yes 40%
   b) No -
   c) Don’t know 60%

Q22) How could the confidence of common man over GM foods/seeds be won?
   a) Extensive advertising 40%
   b) Affordable price 8%
   c) Easy availability 8%
   d) Not required 4%

Q23) What could be the best method of advertising GM food/seed?
   a) A.V. Media 68%
   b) Print media 8%
   c) Distributing free samples -
   d) Not required -

Q24) According to you, what aspect of GM food/seed will affect its sale the most?
   Ans=76
   a) Affordability 36%
   b) Novelty 36%
   c) Controversies -

Q25) According to you GM food/seed is
   a) easily available -
   b) difficult to procure -
   c) not available at all 44%
   d) don’t know 56%

Q26) In your opinion, who should have the most power and influence on decisions made about GMO and GM crops/food in particular?

| a | Scientists | 56% |
| b | Experts and scientists working in this field | 4% |
| c | Universities, academic institutions | 8% |
| d | Politicians, bureaucrats, the state | - |
| e | Multinationals, industry | - |
| f | Food producers/farmers, food retailers/supermarkets | 16% |
| g | Consumer, environmental, and animal rights organizations | - |
| h | Journalists, the media | - |
| i | Consumers, citizens, the public | 8% |
| Economists | - |