



**Attention:** CEO Tiger Brands: Mr Peter Matlare

**Fax:** 011 514 0477

**Cc:** Corporate Affairs Group Executive: Ms Alex Mathole  
Managing Executive: Mr Martin Lind

5 July 2013

## **Re: African demand for Tiger Brands to go GM-Free**

Dear Mr Matlare

The African Centre for Biosafety would like to bring this African call for Tiger Brands to go GM-free to your attention. This letter has the support of 39 African organisations working at grass-roots on issues of agriculture, consumer concerns and primary health care. Many of these organisations are umbrella organisations representing many more, for example, the PELUM Association represents more than 200 non-governmental organisations throughout East and Southern Africa, while the East and Southern African Farmers Forum (ESAFF) is a coalition of small-holder farmer organisations throughout the same region. In addition to Africa-wide and regional networks, support has come in for this call from organisations in Ethiopia, Ghana, Kenya, Malawi, Mozambique, Kenya, Namibia, South Africa, Nigeria, Zambia and Zimbabwe.

In South Africa, supporters include, amongst others, the Landless People's Movement, the Khayelitsha-based Coalition for Ecological Justice, The South African Peace Network, Earthlife Africa and Food and Trees for Africa, which works throughout the country with hundreds of schools. The letter and signatories are attached.

We trust that you will take our concerns into account.

Sincerely

Mariam Mayet

Executive Director



# African Demand for Tiger Brands To Go GM-free

13 The Braids Road, Emmarentia, JHB, 2195 P.O. Box 29170, Melville, 2109, Johannesburg, South Africa.

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**Directors:** M. Mayet (executive), V. Black, T. Makhanya NPO No: 057-324 Registration No: 2004/025137/08



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# African Demand for Tiger Brands to go GM-free

July 2013

## Dear Tiger Brands

Genetically modified foods are highly controversial around the world. There is no scientific consensus on their long-term safety for human, animal and environmental health. For this reason, an international Protocol on their safe use was negotiated under the United Nations, called the Cartagena Protocol on Biosafety. The Protocol is underpinned by the Precautionary Principle, essentially a philosophy of “better safe than sorry”. Genetically modified foods are currently banned, restricted or strictly labelled in over 40 countries around the world. South African consumers are not alone in their mistrust of the safety of these foods, however, they have no choice but to eat them as there is currently no alternative GM-free market.

South Africa is the only African country that has allowed the cultivation of genetically modified food crops and is unique in the world for allowing our staple food to be genetically modified. Indeed, recent tests on popular Tiger Brands products revealed that:

- Ace super maize meal contained 78% GM maize
- Ace maize rice contained 70% GM maize
- Ace instant porridge contained 68% GM maize
- Lion samp and beans contained 48% GM maize and
- Jungle B'fast energy cereal contained 41% GM maize

Despite the South African government's assurance of safety, many South African consumers do not want to take the risk of eating them. Tiger Brands has shown good faith in pledging to source non-GM ingredients for their Purity baby foods after hearing consumer concerns. South Africans have grown up on Tiger Brands products, and love and trust these foods. We sincerely ask your company to take the lead in ensuring that non-GM maize and soya derived foods are available for South Africans at affordable prices. We request that Tiger Brands go GM-free across all their brands. In the interim, we ask that Tiger Brands provides accurate labels on all its products indicating the percentage of GMOs present in these products.

We note that Tiger Brands operates in 25 African countries and has ownership of a number of food manufacturers on the continent<sup>1</sup>. No other African country allows the

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cultivation of GM food crops and consumers do not want to eat them. Your commitment to GM- free products will go a long way to building trust with African consumers.

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□ Tiger Brands African partners: Chococam (Cameroon), Deli Foods (Nigeria), EATBI (Ethiopia), Haco Tiger Brands (Kenya), National Foods (Zimbabwe), UAC Foods (Nigeria), Dangote Flour Mills (Nigeria)

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**The following African organisations have endorsed the Demand for Tiger Brands to go GM-Free:**

<b>Organisation</b>	<b>Country</b>
<b>Alliance for Food Sovereignty Africa :</b>	<b>Africa-wide</b>
Comparing and Supporting Endogenous Development (COMPAS) Africa	Africa-wide
Friends of the Earth- Africa	Africa-wide
Indigenous Peoples of Africa Coordinating Committee (IPACC)	Africa-wide
La Via Campesina Africa	Africa-wide
FAHAMU	Africa-wide
Community Knowledge Systems (CKS)	Africa-wide
World Neighbours	Burkina Faso/Kenya
Participatory Ecological Land Use Management (PELUM) Association	East and Southern Africa
Eastern and Southern African Small Scale Farmers" Forum (ESAFF)	East and Southern Africa
African Biodiversity Network (ABN)	Regional
African Biodiversity Network	Regional
Coalition for the Protection of African Genetic Heritage (COPAGEN)	West Africa
Network of Farmers' and Agricultural Producers' Organizations of West Africa (ROPPA)	West Africa
Plate forme Sous Régionale des Organisations Paysannes d'Afrique Centrale (PROPAC)	West Africa
Institute for Sustainable Development	Ethiopia
Abibiman Foundation	Ghana
RAINS	Ghana
Maendeleo Endelevu Action Program	Kenya
PELUM Kenya	Kenya
Rescope Programme	Malawi
FOESL	Mozambique
JA!Justiça Ambiental	Mozambique
Namibia Consumer Trust	Namibia
Namibian Organic Association	Namibia
Health of Mother Earth Foundation	Nigeria
Coalition for Ecological Justice (CEJ) Khayelitsha	South Africa
Trust for Community Outreacah and Education (TCOE)	South Africa
The South African Peace Network	South Africa
Food and Trees for Africa	South Africa
Biowatch	South Africa
SEED Trust	South Africa
Landless People's Movement	South Africa

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African Centre for Biosafety	South Africa
Tanzania alliance for biodiversity	Tanzania
Kasisi Agricultural Training Centre	Zambia
Food Matters Zimbabwe	Zimbabwe

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