

CALL CENTER PHONE SCRIPTS – FOOD FROM CLONED ANIMALS

LONG VERSION

[COMPANY NAME] is committed to providing our customers with safe, quality products. We believe that relevant government agencies with the appropriate scientific expertise are the proper entities to make judgments about food safety and food labeling.

The foods from cloned animals and their offspring are safe. Both the U.S. Food and Drug Administration and the U.S. Department of Agriculture determined after extensive review that food derived from cloned animals and their offspring is the same as any other food. Cloned animals are essentially the later-born identical twins of existing animals. Cloned animals reproduce normally and their offspring are also normal.

It is unlikely that you will ever eat food from a cloned animal. Because cloning is an expensive process, it will be used to produce breeding animals rather than animals intended for the food supply. However, a supply chain management system has been developed to ensure that food may be sold as “clone free.” We respect the wishes of our customers to have the choice to purchase food products that are not derived from cloned animals.

More information is available online at www.clonesafety.org.

SHORT VERSION

[COMPANY NAME] is committed to providing our customers with safe, quality products. We believe that relevant government agencies with the appropriate scientific expertise are the proper entities to make judgments about food safety and food labeling.

The foods from cloned animals and their offspring are safe. The U.S. Food and Drug Administration and U.S. Department of Agriculture have determined that livestock cloning does not affect food safety. For that reason, retailers are not required to label food to indicate whether it comes from cloned livestock. However, retailers are free to voluntarily label food to indicate whether it does or does not come from cloned livestock, to accommodate consumer preferences.

More information is available online at www.clonesafety.org.