

GENETICALLY MODIFIED FOOD - CONSUMER PROTECTION AND TRADE REGULATIONS

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Abstract: *Technology of genetic engineering represents powerful tool in biotechnology that opened new modern era of genetic modification of living organisms which could be used in food production. Introduction of food that contain genetically modified organisms on market polarized human society. From the early beginning production and trade of genetically modified food has been followed with some ethical, safety and law controversies. Public attitudes towards genetically modified food is largely a consequence of the information placed by various social, political, economic or religious groups. On the other hand, public attitude dictate trade regulations and safety precautions. Here we discussed, consumer protection and trade regulations of genetically modified food in modern era of massive globalization with specific importance on the potential impact on Serbian agriculture and society in global.*

Keywords: *genetically modified food, health safety, law regulation*