

## GM foods unlikely to concern Wal-Mart shoppers, says industry expert

Despite a media storm and several petitions asking Wal-Mart Stores not to sell genetically modified sweet corn, industry experts say the issue still ranks low among the retailer's core shoppers.

"I think that overall, there is a small but growing percentage of shoppers that is even aware of the biotech food issue," said Jay Jacobowitz, president of natural product industry consulting group Retail Insights, Brattleboro, Vt. "The ones that are aware probably don't want biotech ingredients in any of the foods they buy. Those that are not aware will probably purchase biotech wherever it is offered."

Earlier this month the *Chicago Tribune* reported that Wal-Mart wouldn't label or restrict sales of a new variety of GM sweet corn developed by agricultural biotech company Monsanto.

**View the original article here: [GM Foods Unlikely to Concern Wal-Mart Shoppers – Supermarket News](#)**