

GMO stories helped drive consumer behavior in 2012

According to a recent survey, the Midwest drought, genetically modified organisms and the lean finely textured beef “pink slime” misnomer take the cake for top trends affecting consumers’ food purchasing behavior in 2012.

The survey, commissioned by Hunter Public Relations and conducted by Direct Research, Inc., found that 81% of Americans felt coverage of food products were of equal or greater importance than other news stories this year, HPR says.

View the original article here: [Survey Finds Drought, GMO Stories Drove Consumer Behavior in '12](#)