

GMO labeling is clever marketing

The following is an excerpt.

I find it amusing that this whole GMO labeling campaign has been framed as some kind of [consumer rights cause](#) . It's the “right to know” sales pitch by the anti-GMO movement that has been clever marketing, which Whole Foods is quite happy to capitalize on.

View the original article here: [The Anti-GMO Movement's Clever Marketing Gimmick](#)