No labeling needed when consumers know the whole truth

The following is an excerpt.

Shop at Whole Foods. Spend your Whole Paycheck.

That's the popular description of the upscale grocery store. Last year, in a Consumer Reports survey, Whole Foods tied with Jewel-Osco as America's most expensive supermarket.

Now its prices almost certainly will go up.

Whole Foods announced on March 8 that starting in 2018, it will require labels on all items in its stores that contain genetically modified ingredients.

Read the full article here: No Labeling Needed When Consumers Know the Whole Truth