

GMO fears do not 'translate to the average consumer'

The following is an excerpt.

Although many farmers took up placards this week to protest the possible introduction of genetically modified alfalfa into Canada, experts say that for the average Canadian consumer, the issue of bioengineered foods barely registers.

"These concerns among farmers and informed groups of consumers does not translate to the average consumer. They are too far removed from the concerns of the farming community," says Andreas Boecker, an associate professor at the University of Guelph whose research includes studying consumer acceptance of GM foods.

Read the full article here: [GMO fears do not 'translate to the average consumer'](#)