

Simplot aims to avoid 'Frankenfood' fight

The following is an edited excerpt.

A Boise company doesn't want to make Monsanto's genetically modified mistake of 12 years ago. Much has changed in those years, according to the J.R. Simplot Co. Simplot is betting the public will accept its biotech potatoes. Monsanto's failed when McDonald's rejected them and Simplot told its potato-farming suppliers not to grow them.

A key difference: Simplot's potatoes use only potato genes, not genes from other living things. Monsanto's used genes from synthetic bacteria to kill insect pests.

[Read original article in its entirety here: Simplot aims to avoid 'Frankenfood' fight](#)