

Biotech food companies pledge transparency, launch GMOAnswers.com

With pressure growing to label genetically modified foods, the developers of biotechnology crops are starting a campaign to gain support for their products by promising new openness. The centerpiece of the effort is a Web site that is expected to go into operation to answer virtually any question posed by consumers about genetically engineered crops. The site, GMOAnswers.com, is also expected to include safety data about the crops similar to that submitted to regulatory agencies.

“We have not done a very good job communicating about G.M.O.’s,” or genetically modified organisms, said Cathleen Enright, executive director of the Council for Biotechnology Information, which will run the site. “We want to get into the conversation.

Read the full, original story here: [Seeking Support, Biotech Food Companies Pledge Transparency](#)