

GMO labels proposed in Washington “bewilder more than explain”

After both sides of Washington’s Initiative 522 campaign to label genetically modified foods released television ads this week, consumers had an opportunity to see a mock-up of what the physical label would look like on some of their favorite foods, reports *Seattle Weekly*.

“In the yes ads, a smiling shopper holds up a corn flakes box whose front is adorned, in fairly large type, with the words ‘partially produced with genetic engineering,’” the story said. “What’s notable about that is the label’s prominent placement on the front of the package, which is required by the initiative.”

In many countries with GMO labeling mandates, such as the U.K. and Australia, this information can be found on the ingredient panel found on the side of the packaging.

Read the full, original story here: “GMO Initiative Ads Show Real-Life Label, But Bewilder More Than Explain”

Additional Resources:

- [“I-522 is misleading, costly food-labeling initiative,”](#) Bellingham-Herald
- [“Labels and Other ‘Krafty’ Stuff,”](#) Scientific American