

Whole Foods hones anti-GMO strategy to drive growth

“Non-GMO is a line in the sand for us. It’s the start of the discussion, not the end topic. We are looking at organic and beyond: biodynamic, heritage, and heirloom,” says Errol Schweizer, Whole Foods’ executive global grocery coordinator. “It’s about true sustainability and product identity.”

Getting Whole Foods’ suppliers to become non-GMO verified is the first step in persuading them to transition to organic, Schweizer says. The company has a growth plan to reach 1,000 stores. To meet that goal, and shoppers’ demand for its current product mix, more acreage of both non-GMO and organic crops will be needed. Last March Whole Foods announced that it will require its suppliers to label all products containing GMOs by 2018.

Read the full, original story here: [Whole Foods Looks Beyond Non-GMO](#)