

## GMO labeling push will propel certified organic market

The struggle over GMO labeling will push the growth of certified organic products in the US in 2014, according to market research firm Organic Monitor. And at least one major discount grocery retailer is looking to cash in with the launch of a new organic house brand.

The ALDI chain, a German discount grocer that has more than 1,300 stores in the eastern US, is looking to cash in on the trend with a new brand called SimplyNature, which the company says is made with “only all-natural or organic ingredients.”

Organic Monitor noted that major chains such as Whole Foods and Trader Joe’s have already embraced the GM-free message. Such companies are likely to benefit from offering certified organic or non-GMO products as a result of any GMO labeling legislation.

**Read the full, original article:** [GMO labeling push will propel organic market, Organic Monitor says](#)