

Mark Bittman weighs in: How many cheers for Cheerios?

Well, a major and venerable American brand has gone and announced that [it contains no genetically modified organisms](#) (G.M.O.'s). Cheerios is G.M.O.-free! And will soon be labeled "Not Made With Genetically Modified Ingredients."

Should we care? Yes. Much of the controversy over G.M.O.'s is being fought between those with a vested interest in their success and those who are willing to overstate the problems with the technology. Producing seeds containing G.M.O.'s is a valid scientific technique.

The problem is that the benefits have accrued more to the seeds' producers than to farmers (who are spending many times more for seeds than they were previously) or consumers (who can't possibly tell the source of refined products in their processed foods) or to the environment. There's an argument that G.M.O. seeds increase yields and keep food costs down, but it's not a convincing one.

Read the full, original article: [How Many Cheers for Cheerios?](#)