

Will Kellogg follow Gen Mills and Post in non-GMO embrace?

Many brands are “playing a waiting game” right now to whether moves by General Mills and Post Foods to axe GMOs from iconic brands (Cheerios and Grape Nuts) will have a domino effect, say analysts at Euromonitor International.

“They have said there is not a safety issue with GMOS, but I think they will follow the money,” said Euromonitor research analyst Matthew Hudak. “If non-GMO Cheerios do better, then others will follow. And changing now will also mean that they are ahead of the game if legislation follows, as transitioning the supply chain takes years.”

General Mills, in respond to a campaign launched by GMO to extend the GMO purge to other brands, said it would not reformulate Honey Nut Cheerios.

Read full original article: All eyes on Kellog as Cheerios, Grape Nuts axe GMOs