

## Mom's eye view: Over-labeling of "non-GMO" products can be confusing, misleading

Corn, soy, cotton, and canola are some of the seven genetically modified crops grown in the U.S. Wheat, interestingly enough, is not one of them, and the largest producer of genetically modified seed, Monsanto, says they're still a few years off from releasing herbicide-tolerant wheat.

That's why I found it perplexing to read that Bob's Red Mill was in the process of repackaging their wheat flour to include the non-GMO verified label. Why on earth would a company go through the trouble and expense of developing and relabeling a product when the concerns surrounding GMO wheat is, so far, null? Not only does it seem slightly misleading, but it seems to inflate concerns of GMOs market-wide. While I can understand and appreciate Bob's wanting to satisfy customer expectations, it seems that over-labeling could indeed dilute the impact of non-GMO labeling in the first place, thus increasing the public's fears. We can relate this to the gluten-free labeling craze, which now includes some chip brands.

**Read the full, original article:** [On GMOs and Mislabeling: Why I'm Taking Responsibility for the Safety of My Family's Food](#)