

Whole Foods under microscope for promoting pseudoscience on GMOs, health

A significant portion of what Whole Foods sells is based on simple pseudoscience. And sometimes that can spill over into outright anti-science (think What Doctors Don't Tell You, or Whole Foods' overblown GMO campaign, which could merit its own article). If scientific accuracy in the public sphere is your jam, is there really that much of a difference between Creation Museum founder Ken Ham, who seems to have made a career marketing pseudoscience about the origins of the world, and John Mackey, a founder and CEO of Whole Foods Market, who seems to have made a career, in part, out of marketing pseudoscience about health?

Well, no—there isn't really much difference, if the promulgation of pseudoscience in the public sphere is, strictly speaking, the only issue at play. By the total lack of outrage over Whole Foods' existence, and by the total saturation of outrage over the Creation Museum, it's clear that strict scientific accuracy in the public sphere isn't quite as important to many of us as we might believe. Just ask all those scientists in the aisles of my local Whole Foods.

Read the full original article: [Whole Foods: America's Temple of Pseudoscience](#)