

GMOs need to focus on the consumer not the producer

British consumers will only embrace genetically modified foods when traits are developed which provide them with significant benefits, Justin King, chief executive officer of grocer J Sainsbury Plc said on Tuesday.

King said in an interview that genetically modified crops had been focused on the producer rather than the consumer.

“Something as significant as the change GM brings can’t come about through only ambivalence. It has to come because the majority says that on balance, if carefully controlled, it is good for me as a customer,” King said.

Read the full original article: [GMO crops should have consumer focus – Sainsbury CEO](#)