

Widespread misinformation about GM foods common even in farm country

A recent trip to my local farm supply store reminded me of why it's so important that each and every one of us in agriculture listen for opportunities to correct misinformation about modern farming techniques.

There was a display near the checkout counter that boasted organic seed for sale; the signage made it clear the seed was not treated with pesticides or chemicals and that it was non-GMO.

It was quiet in the store so I asked the cashier if many people asked about the seeds being non-GMO as there's only one seed on the rack (corn) that has an alternative available in GMO.

There was so much misinformation in her statements — and they were stated with such conviction. I debated her on a couple of the more important points, but honestly left angry. She could not hear what I was saying and was certain that her information was correct.

Consider if I was just an average person who has vaguely heard of GMOs, and this cashier tells me all this information. I'm going to be frightened of GMOs and possibly solidify a negative feeling towards them. To the general public, this employee of a farm store has some credibility of her knowledge about seed.

Read the full, original article: [Minding the misinformed about ag, food and farms](#)