

Food companies need to ditch defensive strategy and launch positive campaign about GM crops' merits

If biotech's big guns want to seize the initiative in the GMO debate, they should ditch their defensive strategy (telling consumers why they don't need GMO labels) and go on the offensive, launching a positive campaign about the merits of GM crops, according to one healthy ingredients supplier. Speaking to FoodNavigator-USA as part of our special edition on organics and non-GMO, BI Nutraceuticals CEO George Pontiakos said food companies needed to accentuate the positive, or they would remain on the back foot.

And instead of diverting inquiries from the media and consumers to faceless industry-association-backed websites and organizations (GMO Answers, Coalition for Safe Affordable Food), the big food brands and their leaders should respond directly to questions on this issue, he added. "If you believe GMO products are safe and provide value you should be out there championing your position and swaying consumer sentiment," said Pontiakos. "I don't think it's too late to change the conversation, but a lot of these large corporations seem to be paralyzed with political correctness and don't want to defend their position."

Read the full, original article: [BI Nutraceuticals boss: If you believe GMOs are safe and provide value, get out there and champion the cause](#)