

## Mainstream consumers don't appear concerned about GMOs

It's starting to look like the average eater doesn't care about GMOs.

At the very beginning of 2014, General Mills announced that it was making its original Cheerios without any genetically engineered ingredients.

A few days after the General Mills announcement, and without any media fanfare, Post Foods put a GMO-free label on its Grape Nuts. While Cheerios boxes noted their GMO-free status discreetly on the side panel below the nutrition facts, Grape Nuts put a Non-GMO Project sticker on front. Now that's a more interesting experiment: Do customers know/care enough to look for GMO information? Does slapping a notice on the front of a box change anything?

We received a little more data the other day, when 98 percent of General Mills shareholders voted against going GMO-free with the rest of its foods. When I asked General Mills how Cheerios sales were, they gave me exactly the same line they'd been saying since March.

"The consumer response has been largely positive, but we really haven't seen any positive impact on sales."

**Read full original article:** [GMO-free cereal? Middle America shrugs](#)