

McDonald's says 'no plans' to adopt new GMO potato

McDonald's, the world's largest fast-food company and a longtime buyer of Simplot potatoes for french fries, says it doesn't plan to buy Simplot's genetically modified Innate potato.

"McDonald's USA does not source GMO potatoes, nor do we have current plans to change our sourcing practices," the company said in a statement.

The Innate line of potatoes received federal approval Nov. 7 to go to market. The potatoes have fewer sugars than conventional potatoes and less asparagine, which has the potential to become a carcinogen – acrylamide – when fried. The modified potato contains only potato genes, not genes from other organisms. Hence its name, "Innate."

The key for Simplot and for growers, Rupert potato grower Duane Grant said, will be persuading the food industry, which is worried about consumer backlash, to trust the product.

"Brand equity is extremely important to quick-serve restaurants," Grant said. "They will avoid conflict whenever possible in order to protect equity of their brand name."

Read full, original article: [McDonald's rejects Simplot's genetically modified potato](#)