

Two markets for dietary supplements: Non-GMO and ‘made with genetic technology’

Opponents of the labeling of genetically modified ingredients have spent millions to defeat the various state ballot measures on the issue. At least as far as dietary supplements are concerned, that money was spent out of a misguided fear, said one influential voice in the retail sector.

“The manufacturers’ fear of GMO labeling is just a fear—there is no true data showing that American dietary supplement consumers will make a purchase decision based solely on that one label claim...” said Alan Lewis, head of government affairs and investor relations for the Colorado-based chain Natural Grocers by Vitamin Cottage. The company pursues a model that basically splits the store between organic food and dietary supplements.

“Some market share may shift, but the savvy company will have brands in both categories,” Lewis said.

Read full original article: [Expert foresees savvy supplement companies offering both GMO-free and ‘made with GM technology’ brands](#)