

Does it contain GMOs or protect rainforests? App scans food, provides label alternative

A new smartphone app may help concerned consumers bring social and environmental justice to the grocery store by supplying information that manufacturers might not want you to see.

Open Label allows users to quickly scan the bar code of any of its 20 million products and receive information instantly about the ingredients and the manufacturer, much of it supplied by non-profit groups from Vancouver-based Greenpeace and Seafood Watch to Oxfam and UNICEF.

Does it contain GMOs? Does it protect human rights? The rainforest? You'll find out in seconds.

Users are also able to add their own commentary about the ethics of products and companies, links to deeper information and even recipes.

The company hopes to harness the most persuasive political forces to effect positive social change.

Read full original article: [App reveals what corporations don't want you to know](#)