

## Rebutting Organic Consumer Association's support of Chipotle GMO-free decision

It has been exciting watching the media place a blazing spotlight on Chipotle's decision to cash in on fear and ignorance. The company claiming its foundation of "integrity" makes a move to seize profit while ignoring facts, capitalizing on misinformation to capture market share. Heck, if you can't get them to eat your food because it is good, maybe you can get them to eat it because you can scare them away from everything else.

The media has been stellar in pointing out this most salient scientific FAIL.

However, USA Today published two opposing opinions, one critical of Chipotle, and the other... well it is Ronnie Cummins, Director of the Organic Consumers Association. You know the activist organization that wouldn't know science if it hit it in its ear candle.

So let's look at Cummin's claims, and add my science-based commentary (in red).

**USA TODAY** NEWS SPORTS LIFE MONEY TECH TRAVEL OPINION 87° CROSSWORDS YOUR TAKE INVESTIG

### Chipotle makes a sound decision: Opposing view

Ronnie Cummins 6:05 p.m. EDT May 17, 2015

*Biotech industry has a history of discrediting scientists who challenge the safety of GMOs.*

Any scientists that challenge established science with hackneyed, non-reproducible claims are always chastised—and that's appropriate. It is even more true when credentialed scientists use soft science to scare the public. That's not just "industry" scientists, but also independent public scientists that criticize misuse of the peer-review system to fear monger.

*Since when do the mainstream news media, in a country that worships at the altar of capitalism and the free market, launch a coordinated attack against a company for selling a product consumers want? When that company dares to cross the powerful biotech industry. How else to explain the unprecedented negative coverage of Chipotle, merely because the successful restaurant chain will eliminate GMO foods?*

Nice job Ronnie! It is a conspiracy!  
I can explain it. Business move = A+, Science move = F  
It is exploitation of consumer ignorance and fear to market a product. They should be admonished.

*The biotech industry has a long history of discrediting scientists who challenge the safety of GMOs. That intimidation campaign worked well until consumers connected the dots between GMO foods (and the toxic chemicals used to grow them) and health concerns. Once consumers demanded labels on GMO foods, the biotech industry responded with a multimillion dollar public relations campaign.*

No, Cummins and his ilk promote false health data that have not been supported by science. There have been no health effects from GMO foods or associated herbicide when used properly.

*OUR VIEW: Validating ignorance and hysteria*

The industry spent millions to protect the interests of their customers—the farmers. They are under attack, being described as poison-peddling dupes of an agrichemical industry, villainized by misinformation produced by a multi-billion dollar organic industry that wants to drive them out of business.

*Yet despite spending millions to influence the media, and millions more to prevent laws requiring labels on products the industry claims are safe, Monsanto has lost the hearts and minds of consumers. The latest polls show that 63% of Americans support mandatory labeling of GMO foods.*

50% of consumers think the earth is 6000 years old, 50% believe in angels, and 83% want foods containing DNA labeled. Let's let science inform food policy.

*Chipotle has made a sound business decision, which has forced the biotech industry to stoop to a new low: villifying businesses. Sadly, the mainstream media appear all too happy (manipulated?) to go along with the attack.*

A new low? I think I've seen villifying business long before Chipotle ever plotzed in a tortilla. Ever hear of Monsanto, Ronnie?

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: [Analysis of Ronnie Cummin's Conspiratorial Rant](#)