

Campbells GMO labels are brilliant marketing strategy

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis.

Campbell Soup Co. . . .has declared their intent to put labels on their foods noting they are “partially produced with genetic engineering.”

Some are lamenting this will be a slippery slope to process labels being used as warnings, and undermining confidence in modern agriculture, while anti-science groups are hailing it as a victory. . .

But is it? Or is it just a company cynically taking advantage of fear and doubt to make money the same way organic marketing does?

It's neither. It is instead a marketing and policy move so savvy it will be taught in business schools for decades to come. Here are three reasons why.

1. No one worried about GMOs is eating Campbell's Soup. It's "processed" food.

2. Campbell Soup Co. now has the very people who hate them defending them.

3. No one who understands science is going to stop eating Campbell Soup.

. . . .

I have argued that GMO labeling, and GMOs in general, stopped being a science issue long ago, and remain just a marketing one. . . .

[Campbells] get to be heroes to the agricultural opposition without alienating any scientifically literate parents, and without changing a single thing about their product, which is good for perception. They secure the future by simultaneously endorsing mandatory labeling they know will never happen and providing their own innocuous version of labeling to show politicians that the private sector is being proactive and no laws are needed. . . .

The pro-science side may not like what this move by Campbell's symbolizes, but we have to respect the strategy.

Read full, original post: 3 Reasons Campbell Soup Co. Is Smart For Using GMO Labels