

Can next generation GMOs be rebranded as 'green?'

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

Growing consumer concern about food waste and the environmental impact of food production could be a “conversation starter” for food manufacturers to shift consumers’ focus on genetically modified organisms away from the perceived negative impact to the benefits, suggests one market trends analyst. . .

“It is hard to market GMOs as positive attributes because there is so much distrust,” explained [Carl Jorgensen, director of global consumer strategy of wellness at Daymon Worldwide, a company focused on brand building, sourcing and retail driven services]. “If long ago when GMOs first started coming to market there had been [discussions about their] higher nutritional content or GMOs were battling climate change, then consumers might have been excited. But up until recently all the products on the market are for the convenience of the producer and have no consumer benefits, so people have come to see these GMOs as unnatural and undesirable.”

With that in mind, Jorgensen said: “I can’t imagine what kind of marketing campaign you can build around having GMOs on your label” that would be positive. But, he added, “there are a lot of creative people out there” who could try to re-spin the GMO debate, and industry will just have to wait and see how consumers respond.

Read full, original post: [Can “green claims turn around the GMO debate in 2016, analysts ask](#)