

Would 'USDA Process Verified' label for GMO-free foods be a marketplace driven solution?

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

The United States Department of Agriculture has developed a new government certification and labeling for foods that are free of genetically modified organisms.

Good. This is exactly what is needed to allow consumers choice in what they buy while eliminating the need for government mandates on how to label food that might contain GMOs.

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Although there is no clear scientific proof that foods with GMOs are dangerous or unhealthy . . . the sci-fi term does make some folks squeamish about consuming those foods.

This is why there have been efforts to mandate labeling of GMOs, particularly at the state level. In 2013, Washington state voters wisely rejected the mandates in Initiative 522.

We urged voters at the time to reject I-522 because we believed (and still do) GMO product labeling should be driven by the marketplace.

Those selling products without GMOs should label them as such to attract the crowds skeptical about GMOs. If sales boomed, the practice would grow and, perhaps, the GMO market would shrink.

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The certification would be optional and companies would have to pay for it, according to The Associated Press. If approved, the foods would be able to carry a "USDA Process Verified" label along with a claim they are free of GMOs.

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It reduces the need for states to get involved, potentially eliminating a patchwork of state laws that could

drive up food distribution costs and be confusing for consumers.

This voluntary system would make it easier to promote GMO-free products because they would have the USDA stamp of approval. It has the potential to boost sales and gives consumers options.

Read full, original post: [USDA plan for voluntary GMO labeling sound](#)