

Mars Inc., announces it will label GMO ingredients on product packaging

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

- Mars announced [March 21] it will soon label genetically modified ingredients directly on product packaging across its portfolio.
- In its announcement, Mars stands behind the safety of GM ingredients and its products that contain them.
- Mars uses GM ingredients in various ways, including “sugar from GM sugar beets, soy from GM soybeans and certain seasonings and spices that contain GM ingredients,” Jonathan Mudd, global director of media relations at Mars, told Food Dive.

Mars follows just behind General Mills’ [announcement](#) that it would label GMOs in its own product portfolio last week. Campbell Soup was the first to [commit](#) to GMO labeling back in January. One key difference among the announcements was that Campbell also [voiced](#) its support for mandatory GMO labeling legislation. In General Mills’ announcement, the company called for a national standard; a spokeswoman later [told Politico](#), “We stand firmly with [the Grocery Manufacturers Association] working on this issue in Washington.” Mars avoided mentioning national GMO labeling legislation altogether, referring only to Vermont’s law.

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One of voluntary GMO labeling supporters’ main arguments also took a hit with these announcements. Supporters have emphasized the added costs that manufacturers and consumers would face if GMO labeling becomes mandatory. However, General Mills spent “millions of dollars [to change labels], which we are not passing on to the consumer,” the spokeswoman also [told Politico](#). Campbell also confirmed it would not pass its labeling costs onto the consumer.

Read full, original post: [Mars latest to label GMO ingredients](#)