

Vermont's GMO labeling law causing increased costs, confusion for food makers

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

The country's first law requiring mandatory GMO labels is slated to go into effect in Vermont on July 1 . . . Facing fines up to \$1,000 a day per product, food makers from giants like [General Mills](#) Inc. to regional businesses like Vermont Fresh Pasta are making big adjustments, many of which extend beyond the state's borders.

Vermont is a tiny market for most companies, but the integrated nature of supply chains gives it an outsize effect. On [March 18], General Mills said it is slapping GMO labels on its packaged food nationwide, saying it would be too complex and expensive to create a separate distribution network for the 626,000-person state of Vermont.

. . . .

Some companies, fearing such labels will be a sort of scarlet letter and scare off consumers, are replacing ingredients altogether. Vermont Fresh Pasta, . . . said it has swapped out canola oil, which typically contains GMOs, for olive oil. . .

"It's sort of a better-safe-than-sorry idea," said co-owner Ken Jarecki. He said his company's costs increased by 10%, and using olive oil so far hasn't boosted sales.

. . . .

Other businesses appear confused about whether they need to use special labels.

. . . .

Blue Valley Gourmet founder Christine Sawyer said she's still unsure if she'll have to label her fruit spreads. Some contain soy lecithin, typically a GMO ingredient, but it may be in a small enough quantity that they're exempt.

. . . .

Ms. Sawyer said that in addition to cost, "sourcing new ingredients is so time-consuming." Rather than add GMO labels or search for alternative ingredients, "I will probably just discontinue those flavors."

Read full, original post: [GMO Labeling Law Roils Food Companies](#)