

As Big Food starts labeling products containing GMOs, will there be an effect on sales?

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

While food makers previously fought efforts to create a national labeling rule, they now prefer to deal with one federal regulation rather than a patchwork of state laws. Adding GMO labels to products they sell across the country will also be simpler and cheaper than doing so only for foods destined for Vermont, the food makers said.

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None of the food companies divulged the exact costs of changing their packaging to show the new wording. . . .

One study from Emory University [estimated the costs](#) to be a one-time expense of \$1,104.43 per product. . . But, according to some researchers, food makers won't likely increase the price of their products to offset the cost of relabeling, for fear of losing customers.

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The packaged-food industry has [already seen a drop in sales](#) in recent years because of changing consumer preferences. That will also make it tricky to determine whether any declining sales are directly connected to GMO labeling. Hans Taparia, an assistant professor at the New York University Stern School of Business and co-founder of an organic food business, said food companies are banding together to roll out GMO labels around the same time in order to minimize any negative impact to their sales. The hope is that consumers will get used to seeing the labels and won't pause and question their existence.

"GMOs is not a topic front and center for the consumer to begin with, in spite of the lobbying," said Taparia. "The fact it's happening across so many brands at the same time, it's probably going to take the wind out of the sails of the non-GMO movement."

Read full, original post: [GMO food labels are coming to more US grocery shelves – are consumers ready?](#)