

## Are GMO-free Cheerios just a cynical marketing gimmick?

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

Big Giant Cereal Companies have it very hard these days. Sales are soggy. Processed food is so last century plus Millennials find it a nuisance to [wash the bowl](#) and the spoon. Oh, and the organic lobby has convinced consumers that the GMOs in cereal are responsible for every disease ever discovered for humans and bees. [For the record, [they're not](#).]

To look like they care about this, General Mills, bless its heart, is scrambling to figure out how to make cereal attractive again, especially to Millennials, the currently coveted demographic. . . .

General Mills removed GMOs ([along with a few nutrients](#)) from Cheerios and went gluten-free. Then they bought up a bunch of organic brands, making them the [3rd largest](#) organic company. . . .

Or maybe General Mills is just a consumer-centric company who genuinely cares about bees and celiac sufferers. Either way, it's fun to imagine the desperate cereal executives trying to win the love of our precious Millennials, with their disdain for mundane tasks like washing dishes, and their love for all things that make them feel squeaky clean and green.

. . . .

. . . this is the theater of the absurd with food marketing today. Corporations feign concern about the health of their customers and the planet by stripping perfectly safe GMO vitamins from cereal. Or, they use (and trivialize) a [serious environmental issue](#), the collapse of honeybee colonies, to sell cereal. And the well-fed, persnickety consumers continue to whine and pretend to care about bees and seed [breeding methods](#) as millions of people around the world suffer [nutritional deficiencies](#) and food-insecurity.

**Read full, original post:** [Dead Bees Are the Worst, Amirite?](#)