

Is Post Foods using non-GMO labeling to 'scam customers'?

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

At this time, I'd like to give a special grade, A+, to Post Foods Canada in consumer deception. Well done Post Foods, you're chosen to use non-GMO labelling to mislead consumers about your products and actual GM foods.

Last August, I wrote a blog on Post Foods' [dubious use of non-GMO certification](#) when the only ingredient listed is wheat. Such a marketing practice should be viewed with skepticism as there is NO GMO wheat sold or approved in Canada or anywhere else on the planet for that matter. . . .

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Post Foods knows full well that there is no GMO wheat in the market, their marketing of non-GMO verification was a strategic business, a corporate decision to capture consumers seeking GM-free products and for many corporations, this is done purely for marketing reasons. Evidence of this is the labelling of [non-GMO salt](#), all salt is GM free, in fact, all salt is free of any genetic material, it's a mineral! Obviously, Post Foods believes it is acceptable to misinform consumers about their products. . . .

This raises the issue that food companies recognize that consumers typically know little about GM crops or food and they can use this lack of knowledge to their marketing advantage. An American food company executive has said the following about non-GMO labelling, "[if it] doesn't say non-GMO on it, chances are somebody will bypass that". Non-GMO labelling on a product where there is no GMO product in the market misleads and scams consumers.

Read full, original post: [Post Foods 'A+' in Scamming Consumers](#)