

Survey shows VT's GMO labels mislead consumers, affect purchasing decisions

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

A survey of 1,665 online primary shoppers examined consumer understanding of five common on-pack food labels, and found that Vermont's mandated on-pack labeling of genetically modified ingredients (GMOs) strongly misleads consumers.

- [See the full research report](#)
- [See the press release](#)

When consumers were asked about the three GMO label statements mandated by the Vermont law, Act 120, ("partially produced with genetic engineering," "may be produced with genetic engineering," and "produced with genetic engineering") the survey showed that the on-pack labeling misled substantial percentages of consumers to wrongly perceive the labeled product as less safe, less healthful, less nutritious, and worse for the environment. The Vermont label requirements are so disparaging to consumer perceptions of products that an average of 73% of consumers indicated they would be less likely to buy foods bearing the required on-pack GMO label.

The large consumer survey was conducted from Jun 13-21, 2016 by the MSR Group and sponsored by a group of food and agriculture trade associations. . . .

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The Vermont GMO label requirements are powerfully disparaging.

Read full, original post: Survey Shows Vermont GMO Labeling Mandate Misleads Consumers