

## GMO law forces small food companies to make tough decisions about labels, ingredients

A new law that requires food makers to label the packaging of any products that contain genetically modified ingredients has small and medium-sized manufacturers facing some big decisions.

Should they try to provide the information on the label itself, or invest in the technology to add scannable codes? Should they change their ingredients to steer clear of such products. . .? These are tough questions for companies that may not have financial cushions like bigger businesses to absorb the cost of such changes, which can run into the thousands or tens of thousands of dollars — a considerable amount for a small enterprise.

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Ellia Kassoff, CEO of Leaf Brands, which makes Hydrox cookies and various candies, is concerned about how the public will react to labels that say its food has GMOs. . . .

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Some companies have decided to stop using GMO ingredients rather than risk doubts in consumers' minds. . . .

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"In some cases it's hard to acquire non-GMO ingredients and sell a product at a price where consumers will buy it," Kassoff says. . . .

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: [Small food companies ponder response to new GMO labeling law](#)**