

Poll suggests US shoppers unlikely at first to widely use QR code for GMO information

Most consumers likely wouldn't use scannable codes to find out if food they're buying contains genetically modified ingredients, a new poll says.

Forty percent of Americans are somewhat or very likely to scan a QR code to see if an item contained GMO ingredients, according to the poll from the Annenberg Public Policy Center of the University of Pennsylvania and the department of human ecology at Rutgers University. Twenty-one percent of those polled said they probably wouldn't use a QR code and 38 percent said they definitely wouldn't.

William Hallman, a visiting scholar at the policy center and a professor at Rutgers, said that if the codes were used to provide more information beyond GMO ingredients — such as where certain foods are grown — they might be used more often.

“QR codes have the potential to be a gateway to more than just whether a product contains GM ingredients,” Hallman said.

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: [Poll: Most shoppers wouldn't use QR codes](#)