

## Chipotle-led campaign against Big Ag, GMOs mocks concern for customer health

Gathered for a free music festival, a crowd waits to see one of the headline attractions — an exhibit about fast-food ingredients.

On display: Beakers of powders and liquids that purportedly go into what is clearly meant to look like a McDonald's burger. Just below are leaves and spices that Chipotle says make up its burrito. As pop bands perform nearby, other festivalgoers play an online game fighting a “galactic battle against artificial ingredients.”

Chipotle's “Cultivate” festivals encapsulate the food industry's hottest marketing trend: crusading against Big Food.

While the burrito maker still struggles to recover from an E. coli outbreak last year, its previous success in presenting itself as a reformer has led companies big and small to follow suit... But some are positioning themselves as advocates for change before accomplishing some health goals, and skeptics say even well-intentioned marketing can be a disingenuous way to help people rationalize overeating.



A child views a display that uses orange balls to register people's opinions on GMOs at the Cultivate Festival in Kansas City, Mo., on July 23, 2016.

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Jon Gilmor, in a “Monsanto Together” T-shirt, ... wanted to proclaim his belief that GMOs are safe and

that Chipotle plays on unfounded concerns.

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: [Big Food's biggest trend? Crusading against Big Food](#)**