

‘Non-GMO month’: A marketing ploy grounded in misinformation

I was not aware until earlier this week that October is Non-GMO Month, a time apparently set aside to wallow in ignorance and ignore science, a time to offer unsupported and repudiated claims about the health hazards of genetically modified food — scare tactics more appropriate for Halloween...

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This announcement came in a news (?) release from a company called Pereg Natural Foods...

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...[T]his one offered some particularly good examples of baseless, oft-refuted claims that anti-genetic engineering proponents rely on to promote their cause —which mostly consists of self-serving propaganda.

Take this gem...: “Non-genetically modified means that plants or organisms are left as ... as they were created in nature.” Hmm, does that include all the hybrids... the genetic improvements from crossing one cultivar with another to achieve a desired goal — higher yield, for instance?

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We also are given a definition of GMO: “This relatively new science creates unstable combinations of plant, animal, bacterial, and viral genes that do not occur in nature or through traditional crossbreeding methods.” Frightening stuff, but baseless.

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My take on this... is that Non-GMO Month was created as another marketing ploy that uses misinformation and gullibility to enhance sales.

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: [Non-GMO Month pushes oft-refuted misinformation](#)