

## Consumer demands trump science when food companies make decisions on GMOs

Speaking on a panel at Fortune's Most Powerful Women Summit on Tuesday, Sally Grimes, chief global growth office and president of Tyson Foods, noted that when it comes to issues like genetically modified organisms (GMOs), shoppers' beliefs don't always line up with the science. "So for us, we just follow the consumer," said Grimes. "We don't try to convince the consumer that GMOs aren't bad."

It's not that she doesn't think that the food industry has a responsibility to inform its customers, she said. "When the science is there, we share the science. But there are personal value systems that aren't necessarily driven by scientific fact—then we're going to follow the consumer."

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So, how do you please consumers that wants total information—and may have their own non-scientific ideas about what does and doesn't belong in their food?

The keys, the panel seemed to agree, are transparency and authenticity...

That can involve offering an increasing variety of options. "Not all consumers want GMO-free," said Grimes, adding that her company offers a range of products, some GMO-free, some not. "It's about choice."

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: [Why Food Companies Have Stopped Trying to Change Your Mind About GMOs](#)**