

Chipotle's non-GMO policy is an empty gesture

Chipotle has successfully rebelled against the establishment (aka greasy fast-food restaurants) and [changed the way](#) Americans approach fast food. ... But the means to this end reeks of insecurity. Chipotle has capitalized Americans' distrust of GMOs....

Chipotle's insistence on "food with integrity" and its non-GMO stance plays into consumer's tendency to mistrust GMOs despite the consensus of scientists that GMOs aren't unsafe. ...

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Chipotle is that friend who gets you to drink the spiked Kool-Aid (literal or proverbial) and then abruptly says they're craving Diet Coke. The company's GMO-free ideals are already crumbling; its new burger venture, Tasty Burger, sources conventionally raised meat ... [Eater](#) reported. Customers allegedly complained prices were too high.

The food isn't necessarily sourced hyperlocally, either. ... the chain even imports beef all the way from Australia. ... Chipotle talks the talk but does not walk the walk when it comes to ethically sourced food.

What does "better food" really mean? Chipotle is using empty words it knows will attract consumers. ... If Chipotle really wants to change the world and be a mission-driven business, it needs to grow up and do some self-reflection.

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...Ditch the GMO-free friends and blaze a new path that creates new guidelines for "responsible" eating.

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: [Chipotle is a teenage restaurant just trying to find itself](#)