

## Hunt's slammed for 'No GMOs in sight' tomato marketing ploy

"No matter how far afield you look, you won't find a single genetically modified tomato among our vines," Hunt's, the iconic company that makes preserved tomato products like ketchup, tomato paste and barbecue sauce, [announced on](#) December 26th. A video accompanying the announcement:

Sure, slapping a no GMOs claim on a product might be an easy way to capitalize on a popular trend. But companies need to look at the bigger picture, and realize that anti-GMO marketing contributes to consumer rejection of genetic engineering...

[I]t's an accepted fact that agricultural genetic engineering is safe—nary a sniffle or stomach ache has resulted from it. As the AAAS report puts it, "consuming foods containing ingredients derived from GM crops is no riskier than consuming the same foods containing ingredients from crop plants modified by conventional plant improvement techniques..."

A statement ... from ... Conagra, which owns Hunt's;

*While it's true that all tomatoes are non-GMO, there are tomato products that contain GE ingredients. We recently updated many of our Hunt's tomato products including diced and crushed to meet Non-GMO Project Verification standards, so look for the seal at shelf.*

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion, and analysis. Read full, original post: [There Are No 'GMO' Tomatoes: Backlash Erupts After Hunt's Marketing Blunder](#)**