

Non-GMO? Organic? Natural? Do food 'buzzwords' help consumers make healthy choices?

Picture the cereal aisle (and marvel at the fact that there is an aisle just for cereal). Next, think of the labels adorning foods on store shelves with buzzwords like natural, non-GMO, no artificial preservatives, made with real sugar, heart healthy, USDA certified organic, no high fructose corn syrup, grass fed, immune support, gluten free, cage free, fat free, free range and more.

Consumers increasingly want information about where their food comes from, conditions on farms and in factories, and health and environmental impacts, and buzzwords provide the illusion of knowledge and empowerment

Organic alternatives

Despite stubborn misconceptions, buying organic doesn't mean that a product is better for health, pesticide-free, or is any better for the environment....

Non-GMO hype

A non-GMO label tells consumers nothing about their food, except that the product doesn't contain ingredients derived from [one of eight genetically engineered](#) crops on the market. Non-GMO labels [don't mean that](#) a food item is healthier, better for the environment, or that it was farmed without pesticides. A non-GMO label doesn't even mean that its ingredients weren't tinkered with on a genetic level....

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion, and analysis. Read full, original post: [5 Things To Watch For In The Confusing World Of Buzzword Food Marketing](#)