

## Nestlé bucks trend, won't add GMO labels despite activist pressure

The organic faction is back at it with its bullying tactics. This time, they're going after Nestlé. In a February 2nd email blast to subscribers, [organic industry-funded](#) anti-GMO group Just Label It asked, "Mars has publicly announced that it will use clear, on-package labels for GMOs, and Hershey's has said it supports using sham QR codes, but what about Nestlé?"

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Nestlé appears to have no plans to cave to the pressure. In a statement received by email, a representative told me:

"Our company supports consumers' desire to know what's in their food and beverages. This is why we put our support behind the federal legislation (S. 764) last year, which sets a mandatory standard to clearly and consistently disclose foods and beverages that contain GMO ingredients to all consumers nationally. We are following the USDA process to develop the rules to implement this law to ensure compliance when it goes into effect.

We understand and respect that there are diverging views on the labeling of GMO ingredients. Over the years, we've engaged with stakeholders with an interest in GMO labeling, and we'll continue to do this. While we are aware of the Just Label It initiative, and this petition, we have not been contacted by Just Label It."

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion, and analysis. Read full, original post: [Nestlé Stands Strong Despite GMO Labeling Bullies' Latest Tactic](#)**