

Non-GMO movement plagued by ‘rampant sexism’, critic says

It's no secret that [moms are] among the most coveted demographics of the non-GMO marketing machine.

[Jeffrey Smith](#), one of the stars of the anti-GMO movement....said in a 2015 video that moms, “especially moms with children suffering from chronic conditions, or those trying to prevent those chronic conditions,” are a lucrative target group.

[T]he mom demographic is an umbrella under which much of the anti-GMO movement's sexism falls.

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With so much pressure for women to emulate celebrities—from airbrushed skin to 4-week post baby beach ready abs—it makes perfect sense for the non-GMO movement to leverage the phenomenon. Consider organic industry funded lobby group Just Label It, chaired by Gary Hirshberg, founder of Stonyfield Organic. Its ongoing “conceal or reveal” campaign uses celebrity moms like Gwyneth Paltrow, Sarah Michelle Gellar, Ginnifer Goodwin, Sarah Gilbert, Jillian Michaels and more to plant the narrative that moms in particular have a “right to know” if food ingredients are genetically engineered. The campaign purports to speak for all moms, with sound bites from the celebs like “You cannot conceal what's in our kids' food. No mom is okay with that.”

If you detest women being talked down to and misled, or men being reduced to dad or not-dad, then pay attention as you encounter non-GMO marketing. The exploitative tactics are strategically employed, and aren't obvious by the time they hit grocery store shelves.

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion, and analysis. Read full, original post: [3 Examples Of Rampant Sexism In The Non-GMO Movement](#)

For more background on the Genetic Literacy Project, read [GLP on Wikipedia](#)