

Viewpoint: Science-based consumers push back against Triscuit's non-GMO label

[Triscuit] announced its new Non-GMO Project verified label across its entire portfolio of products last month, with a television ad featuring spokesperson and Saturday Night Live comic [Cecily Strong](#). The consumer [criticism was swift](#), with hundreds of comments pouring in calling out Nabisco, a subsidiary of Mondel?z International, for “pandering to ignorance and fear”....

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Triscuit knows that agricultural genetic engineering is safe, and even that there is no commercially available GE wheat. “[W]hile the wheat in Triscuit crackers has always been produced without modern biotechnology (and no genetically engineered wheat is currently available for commercial use), as part of this brand renovation, we are now only using only oil and seasonings that meet ‘The Standard for the Non-GMO Project Verification program’ across all our Triscuit cracker varieties,” Mondel?z International tells me via email. Triscuit’s website explains that ingredients derived from genetically engineered crops are safe, citing a [report](#) by the [National Academy of Sciences](#).

Knowing the facts and having an accurate FAQ section is no excuse to add to the Non-GMO Project’s fallacious campaign.

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While social media comments, as a rule, tend to represent the vocal extremes on two sides of any debate, the ongoing backlash against Triscuit suggests that a growing number of consumers want facts on their food packaging, not trendy fears.

The GLP aggregated and excerpted this article to reflect the diversity of news, opinion and analysis. Read full, original post: [Stop ‘Pandering To Ignorance And Fear’: Consumers Speak Out Against Triscuit’s Non-GMO Label](#)