

Has the Non-GMO label fever peaked? Major vegetable packing firm removes 'fear perpetuating' label

One year ago, Mann Packing went through the process of getting some of its vegetable products Non-GMO Project Verified. Now, the company is trying to distance itself from non-GMO labeling.

The company is removing the non-GMO verified check from its single-cut lettuce products in its next print run, which could take place next month, said Gina Nucci, Mann's director of corporate marketing. Mann did an about face after presenting its product packaging in Canada, where the Non-GMO Project Verified label is only allowed on products that have a GMO alternative.

"There is no GMO lettuce," said Nucci. "It made us go: Why are we doing this? We are perpetuating a fear that something is wrong with GMOs. We didn't feel right doing that, so we chose to take that label off."

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Nucci added that the company is aware it has customers who want their products to be GMO-free. Mann gets about three calls per week on its 1-800 number from people asking if its products have GMOs. To contend with this, the company [created an FAQ page](#).

She explained that Mann's approach is all about giving consumers all the facts "so they can make the best choice for them."

The GLP aggregated and excerpted this article to reflect the diversity of news, opinion and analysis. Read full, original post: [Why Mann Packing is removing non-GMO labels as major brands add them](#)