

## Viewpoint: Use Amazon Smile to support real charities—not Non-GMO Project's fearmongering

Many people will turn to the Internet this year for holiday shopping, with Amazon being a popular choice. Savvy shoppers will likely participate in [Amazon's Smile Program](#), which donates 0.5% of qualifying purchases to the charity of the user's choice.

But many shoppers will be surprised to learn that The Non-GMO Project is considered a charitable organization by Amazon.

Screen Shot at PM

The Non-GMO Project is responsible for the little orange butterflies popping up on food packaging. ... Unfortunately, its roots go deep into the anti-GMO movement and its current messaging is decidedly against the technology. The Non-GMO Project uses its soapbox to spread plenty of false and misleading information about biotechnology and GMOs.

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The fact that The Non-GMO Project attempts to exploit the goodwill of the season to extract donations is nauseating. There is nothing educational, charitable, scientific, literate, or public safety about it.

Instead of supporting an activist organization that uses fear and lies to spread its agenda, how about using your Amazon Smile to support an organization actually doing some good in the world? There are plenty of good causes that need additional funds, including those supporting farmers and agriculture.

The Non-GMO Project can extort money at another time.

**Read full, original post:** [Is The Non-GMO Project a Charity? Amazon thinks so.](#)