

## Viewpoint: Why I avoid buying food with the Non-GMO Project label

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I decided to visit the Non-GMO Project website and Twitter profile to look through their information shared about creating a “non-GMO” world.



The people behind the [project](#) are a marketing machine, doing

everything they can to get consumers to avoid GMOs in food. They’ve convinced millions of people and thousands of food brands and retailers of their beliefs. They imply non-GMO choices are higher quality, healthier and safer and you are at risk if your food isn’t “Non-GMO Project” verified. They make other false claims that don’t support our country’s diverse agriculture industry and the resulting food choices. They go so far to feature a child holding up a sign that says “I will not eat GMOs” as their Twitter profile cover.

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Katie Pinke

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GMO or Non-GMO choices are not about feeding you and me. It’s about feeding hungry people and people who don’t care about our opinions on [food labels](#).

The Non-GMO Project is a sham. I’m disappointed so many food companies feel they have to give in or need to have the Non-GMO Project logo on their food. I’m disappointed in the hundreds of millions of consumers, including myself, who buy the food without thinking much about it.

I’m going to do my best to avoid food labeled with the Non-GMO Project logo.

**Read full, original post:** [Food shaming: Why I’m avoiding foods labeled ‘Non-GMO Project’ verified](#)