

Viewpoint: Ketel One's non-GMO vodka is a prime example of food label madness

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Non-GMO vodka? Really?

When I saw this ad, I realized it's finally time to blog about GMOs. I have been putting off writing this post for many years because GMOs are a controversial subject.



What bothers me most about the term GMO is that an entire

industry has sprung up around the frenzy, such as the Non-GMO Project, which claims to verify products for being non-GMO even when, in fact, those products don't include any of the 10 crops listed.

A prime example is the vodka shown above in the ad. While some vodka is distilled from potatoes, Ketel One is made with wheat. Oh, excuse me, it's "non-GMO grain." Since wheat is already a non-GMO crop, this really isn't anything to write home about. Yet, the company decided to jump on the non-GMO bandwagon and make a claim that makes the consumer wonder about other brands of vodka.

I personally don't think that's right.

Even though our media seems to thrive on scaring viewers, or inciting worry and filling people with doubt, I get mildly annoyed when I see "Non-GMO Verified" on foods that are simply outside of that category.

Read full, original post: [Opinion: Non-GMO madness](#)