Fish genes in tomatoes? The GMO lie that just won’t die

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Besides celebrities, another group that has big megaphones are companies with marketing budgets. Just recently Stonyfield created a campaign with atrocious misinformation spewed by cute children.

*[Editor’s note: Read the GLP’s coverage of the Stonyfield video fiasco here]*

As wrong and stupid as that was, what really bothers me about Stonyfield’s nonsense is the downstream consequences of their false claims. The fish-mato particularly triggered me. I was recalling a story by Joe Schwarcz about a guy who came to one of his events: “There are No Fish Genes in Tomatoes”:

“If genetically modified foods were properly labeled, I could still eat tomatoes,” was the angry remark. I was puzzled by this, but the gentleman went on to clarify. “I have a fish allergy,” he said, “and I have no way of knowing which tomatoes have been modified with fish genes, so I just don’t eat any tomato products.”

What happened here? A guy was misled by the claims of the anti-GMO folks and has been avoiding a healthy food for years — based on a lie. This is one case, but we hear this all the time from the food-fearful that are carrying a lot of food myths around.

Lies about food and medicine, and associated conspiracy theories, are hurting people. The worst offenders are the ones with the biggest platforms — Tom Brady, Gwyneth Paltrow, *New York Times*, Stonyfield — I’m looking at you.

*Read full, original post: Flu and fish-mato*