

Viewpoint: How dairy companies like Stonyfield Organic mislead consumers about GMOs

A typical stroll down the grocery store aisle exposes the shopper to almost 40,000 different products. While most have labels to aid in the shopping process, it can still be hard to separate truth from marketing on food items.

“Peel Back the Label” is a new campaign from America’s dairy farmers that identifies companies that use misleading food labeling or deceptive marketing to instigate fear in consumers in an attempt to increase sales.

The recent companies identified are Stonyfield, Danone-owned Left Field Farms, and California-based Clover Sonoma. Their claims center around genetically modified (GM) labeling. They have included “non-GMO” labels on milk to purposely confuse consumers, even though the [science clearly shows](#) that there is no difference in milk produced by cows fed GM or non-GM feed rations.

- [Stonyfield](#): Earlier this year, the company released an [online video](#) with young children talking about their fears of GMOs. [Critics rightly lambasted](#) the falsehoods and were disapproving of the use of children to sell product.
- [Left Field Farms](#): On their website, Left Field Farms asks consumers, “If you won’t eat GMOs, why should cows?”
- [Clover Sonoma](#): The company’s website states, there is “uncertainty around the unknown long-term effects of genetically engineered crops.”

Read full, original post: [Three dairy companies using scare tactics](#)