

Viewpoint: Amazon should abandon Whole Foods' fear-based non-GMO marketing

Amazon's recent acquisition of Whole Foods has brought immediate changes to the Texas-based grocery chain, such as lower prices and selling Amazon tech products on supermarket shelves.

As a registered dietitian nutritionist and nearly native Texan, I have an idea for Amazon to help Whole Foods' customers as much as lower prices and more items in its stores: Take a closer look at how it markets products to customers and consider doing so in a more honest, less confusing way.

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The fact is GMO foods are perfectly safe to eat. The 2016 National Academy of Sciences report ... examined over 1,000 research and other publications and concluded there was no substantiated evidence of a difference in risks to human health between commercially available GMO and conventional crops.

There are only 10 approved GMO crops currently in the United States.... But you will find non-GMO labels on items ranging from salt, vodka and orange juice to cat litter.

Food is an essential part of our lives to be enjoyed. It should not be a source of fear, frustration and confusion. It would be incredible if Whole Foods, using Amazon's substantial resources to boost it into a market leader, would become the driving force in moving food marketing away from false, fearful claims to positive, authentic information.

Read full, original post: [Hey Amazon, let's be honest about genetically modified foods](#)