

Betty Crocker: ‘GMOs are safe—we wouldn’t use them if we thought otherwise’

There’s a lot of money to be made in kowtowing to the latest dietary fads and unsubstantiated health scares.

...

The proliferation of ridiculous labels — from “[non-GMO](#)” salt to “[gluten-free](#)” water — serves as a case-in-point. They believe the average person is ignorant enough to fall for that sort of nonsense... and they’re right.

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Given the thoroughly unscientific and litigious milieu in which we live, companies find themselves scrambling to appease the uneducated Twitter mob and apologizing for being in business. That’s why it’s such a breath of fresh air when a company stands up to the hysteria.

In response to a critic who was unhappy that one of its labels said, “partially produced with genetic engineering,” Betty Crocker [responded](#):



Fantastic response! A full-throated endorsement of biotechnology is a beautiful thing.

May Betty Crocker live long and prosper. And may companies like Panera Bread learn that honesty is a far better marketing strategy than deceitful fearmongering.

Read full, original post: [Betty Crocker: Pro-GMO And Proud Of It](#)