

## Viewpoint: Farmers turn to social media to educate public about exaggerated benefits of organic and non-GMO labeled foods

Years ago, before I fell in love with a farmer and became one myself, I was a big-city girl who fell victim to just about every food labeling [myth](#) out there. Online movies, articles, animal-activism videos ... they all shaped my views on agriculture. What I know now that I didn't know then was that I was wrong. I didn't have enough critical thinking back then.

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There are people out there .... who profit off of fearmongering. Fear sells and they know it, but they have no formal or hands-on training in agriculture or sciences — they've never been farmers, they aren't animal-welfare experts, or farm experts. They have an agenda to sell products.

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Is the anti-science movement winning? Four years ago I would've said yes. But we are seeing huge consumer shifts. Consumers are fighting back against brands such as [Chipotle](#), [Stonyfield](#), Panera, [Triscuit](#), and [Hunt's](#). Even the Non-GMO Project was forced to take down the "reviews" section of their Facebook page due to too many one-star reviews. Consumers are catching on — they're realizing a vast majority of labels are not as honest as they seem. The rise in farmers on social media is educating and bridging [the] gap, and we must keep going.

**Read full, original article:** [Food affordability and safety are hallmarks of efficient modern agriculture](#)