

## Food companies say transparency will end public backlash against GMOs

Through the years that Okanagan Specialty Fruits worked on developing the Arctic apple — a fruit that is genetically modified so it doesn't brown — company president Neal Carter knew it may be controversial with consumers.

Following the backlash against GMOs in the U.S, Carter told Food Dive the company decided to confront the controversy with transparency. As the apples were poised to hit store shelves last year, Okanagan prepared with a [website spelling out](#) the genetic modification for the apples and why. On the packaging, they included an 800-number for consumers to call for more information. And there's a scannable QR code for the public to get more information.

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The experience of Arctic apples is not unique. While there is a lot of talk and controversy about consumers being anti-GMO, many food products actually use GMO ingredients. Brands that present themselves as pro-GMO told Food Dive that consumers embrace their products as they are — especially when they explain why they use GMOs and how they make their items better.

"I don't think it's uppermost in their minds," David Lipman, chief science officer of Impossible Foods, told Food Dive. "People are interested in the [GMO] Impossible Burger because it tastes more like meat."

**Read full, original article:** [We go GMO: A look at companies that tout their genetically modified products](#)