

## Consumer-focused biotech crops are here—but will the public embrace them?

It may sound like yet another [gluten-free food](#) start-up....but Crispr is a new molecular system that scientists can use to manipulate DNA – more quickly, simply and accurately than ever before....

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....When gene-altering techniques first moved from the greenhouse to the laboratory, scientists focused on helping growers: offering greater yields, reducing reliance on pesticides, or developing fruit and veg with a longer shelf life. That's how we've ended up with [mushrooms](#) that don't go brown....

But the latest crop is different. The new genetically modified organisms (GMOs) promise benefits to *you*, the consumer. Making food healthier has become a central goal of commercial users of the technology....There's [wheat whose gluten](#) doesn't trouble Celiac sufferers, "[millennial pink](#)" pineapples enriched with anti-cancer nutrient lycopene, and [white bread engineered](#) to be higher in fiber.

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The main bar to many of these foods going into production is public disapproval. When a new transgenic wonder-fruit drops from the science journals....the news story starts with a headline about "Frankenstein food."

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Among the scientists speaking out [against this characterization is] Jayson Lusk, professor of agricultural economics at Purdue University in Indiana. "It's just a tool, and a tool can be used in good or bad ways," he says. "A blanket rejection of a tool is a naive, uncritical position...."

**Read full, original article:** [Genetically Modified Food to the Rescue?](#)