

Nonprofit farmer coalition launches chocolate brand Ethos hyping GMO ingredients to 'demystify' biotechnology

What claims to be the first pro-GMO chocolate....was launched in February by A Fresh Look, a nonprofit coalition of some 1,600 farmers committed to "demystifying GMO farming."

Acknowledging recent reports that "chocolate and other ingredients we love could go extinct," the group launched Ethos Chocolate. Each of the four bars in the line features a fruit genetic engineering has saved, improved or could protect in the future. And they apply the same logic to cocoa.

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A Fresh Look says there are many misconceptions about GMOs...." We want to help educate the public on the value of GMO farming and the positive impact biotechnology can have on a local and global scale, like slashing pesticide use an average of 37 percent worldwide," said Rebecca Larson, A Fresh Look's lead scientist....

Read full, original article: [Ethos Chocolates – the First Pro-GMO Food Product?](#)