

Viewpoint: 'Frankenfood'? Anti-GMO rhetoric more harmful than ever in a hungry, post-COVID world

With trend culture emphasizing 'earth-to-table' recipes and organic ingredients, it's no wonder that the perception of GMOs as a kind of unnatural 'Frankenfood' makes some consumers [increasingly anxious](#).

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The anti-GMO movement's push towards labelling in the name of transparency actually further muddies the waters for consumers, mainly because the audience for these labels are often ill-informed.

"Non-GMO" is simply another marketing buzzword. The International Food Information Council Foundation (IFIC) Foundation's [2018 Food & Health Survey](#) revealed that 40% of consumers viewed a product labeled "non-GMO" as healthier than a product with genetically engineered ingredients, despite having the same nutritional information.

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"Anti-GM advocates have successfully filled the 'information void'" states Kathleen Harris in an [article for CBC](#) which summarized Health Canada's report on consumer's anxiety surrounding genetically engineered food. The lack of GMO literacy among Canadian consumers has allowed anti-GMO marketers to spread misinformation surrounding the safety of genetically-modified foods.

It's time to set the story straight. With the COVID-19 pandemic threatening food security, consumers need to feel confident about available food. Despite the consumer's concern, the [majority](#) of scientists believe in the safety of GMOs, and the very real gains for farmers and consumers.

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