

Come January, expect consumer confusion as US mandated bioengineered stamp competes with Non GMO Project label

Under the National Bioengineered Food Disclosure Standard act, it will become mandatory for food and beverage companies starting Jan. 1 [2022] to state whether food products are BE (bioengineered). Questions arise. Will BE affect non-GMO ingredients and products, including those certified by the Non-GMO Project? What ingredients and products will need to be listed as BE?

Products listed as BE will not qualify for Non-GMO Project verification since the Non-GMO Project has stricter rules. Shoppers are not familiar with the BE term, added Hans Eisenbeis, director of marketing and communications for the Non-GMO Project, Bellevue, Wash.

Follow the latest news and policy debates on sustainable agriculture, biomedicine, and other 'disruptive' innovations. Subscribe to our newsletter.

[SIGN UP](#)

The new disclosure requirements may be confusing at the consumer level, said Lea Buerman, regional regulatory and scientific affairs leader for Minneapolis-based Cargill.

"It introduces a new term — BE (bioengineered) — that most consumers likely won't recognize yet and may not associate with GMOs," she said.

In one difference between the USDA's BE law and the Non-GMO Project, the BE standard does not address new technology like CRISPR, Mr. Eisenbeis said. The Non-GMO Project does. This means a product that is created through CRISPR may not need a BE listing, but the product would not qualify for Non-GMO Project verification.

[Read the original post](#)