

IN THEIR OWN WORDS

THE GMO DEBATE

Consumer awareness and concern around GMOs has intensified. Here's a sampling of the pros and cons of GMOs from the consumer's perspective.

Is **AVOIDING** genetically modified foods (GMOs) and ingredients important to you?*

YES

The reason I try to avoid these types of foods is that they are not natural. *Female, 47*

I think GMOs are not right for our digestive system. We cannot process all the changes. In a way, putting something that has been genetically modified or altered is feeding the body a foreign substance that is unrecognizable to the system. *Female, 57*

Avoiding GMOs is important to me, but man, it's a full-time job trying to avoid them! Unfortunately, GMOs are now a staple in the American diet, and they are everywhere. It is important to educate people about what they are buying and eating so they can seek out more nutritious food sources at the grocery stores. Corporations have a responsibility to put consumer health and well-being ahead of corporate profits. *Female, 48*

Yes, and becoming increasingly more so as I learn more about GMOs. The areas I tend to be less flexible on are fresh fruits, vegetables, vegetarian snacks such as chips, and veggie patties and meals. *Male, 61*

It's very important to me to avoid these things because there is no long-term proof of positive or negative effects. I think it would have a negative effect on my body, so they aren't a part of my diet. *Male, 49*

NO

GMO isn't important to me, because humans have been genetically modifying foods since at least Mendel's pea plants! *Female, 38*

No, it is not that important to me. If the U.S. government thought it was dangerous, such foods would be banned. *Male, 56*

Not especially. I'm much more focused on health (vegan, organic, nothing processed) and environmental impact. *Female, 39*

Not at all. The majority of food we eat has been modified ever since we began cultivating them. *Female, 49*

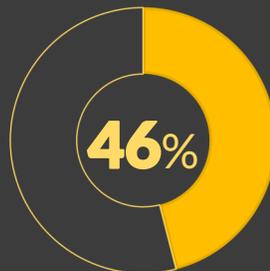
I don't avoid genetically modified foods and ingredients. I think that modifying foods can make them more healthy. They add vitamins to rice in other countries to help people stay healthy. *Female, 42*

It is not important to me. I have not seen any compelling scientific evidence to tell me that it is unsafe, and I think it will become more important to feed people more efficiently under a variety of growing conditions. *Female, 32*

It is not important to me in any category. I think GMOs are very important to feed a growing population, and I have no problem with them. *Female, 38*

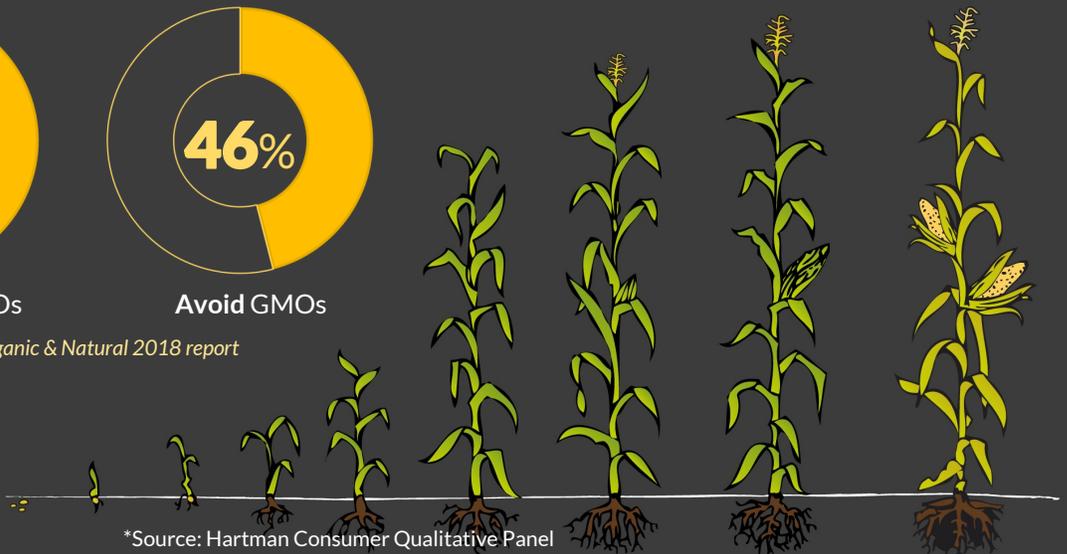


Awareness of GMOs



Avoid GMOs

Source: Organic & Natural 2018 report



*Source: Hartman Consumer Qualitative Panel



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For the most comprehensive insights into consumers' attitudes and behaviors around GMO issues: The Hartman Group's [Organic & Natural 2018](#) report.