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GMO Free Cheerios?

Friday, January 03, 2014

General Mills says that some Cheerios made without genetically modified ingredients will start appearing on shelves soon.

[www.nbcnews.com/business/
/original-cheerios-go-gmo-
free-2D11844100](http://www.nbcnews.com/business/original-cheerios-go-gmo-free-2D11844100)

This is in response to consumer demand.

It wasn't that long ago that gluten-free was hard to find. Could this be the start of a trend?

I was sent this cartoon 4 YEARS ago.



"Bless this food, and protect us from the pesticides and additives therein."

The caption reads:

"Bless this food, and protect us from the pesticides and additives therein."

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MARYJEANSL

I'm excited to hear this. Even though Monsanto and its allies more or less bought victories against GMO labeling in California and Washington state, General Mills at least realizes that there really is a demand for GMO-free food.

2717 days ago

[v](#)

[v](#)



DOVESEYES

Thanks for this.
2717 days ago



MOOSLADY

We don't eat much cereal due to the cost and carb factors but were debating about buying some just to reward the company for good behavior.
2718 days ago



BLITZEN44

Hmm, now I'm wondering if this whole GMO thing is just a marketing ploy to get people to pay MORE for "GMO Free" products. The consumers (at least where I live) want GMO labeling so we know which products contain genetically modified organisms and can thereby make informed decisions in grocery shopping. What we don't want is to pay more for an item just because it doesn't have GMOs in it. Looks like that's coming down the pike though. Very interesting! Thanks for sharing.
2718 days ago



CELIAMINER

I sure hope it's a positive start. Hope you are staying warm today!
2718 days ago



CD13202979

It's about time!
2718 days ago



TEXASFILLY

It's about time! I love Honey~Nut Cheerios, but after researching GMOs, no thank you. I've gone organic.

Here's part of my 1/2/14 blog for those who'd like to make a difference regarding the labeling of GMO products:

"Here's a great way to get educated and take action at the same time. I encourage you to learn about GMOs and the irreparable harm they are causing. Here's an eye-opening video to get you started."

justlabelit.org/ri-ght-to-know/

Take action now, dear hearts!

justlabelit.org/take-act>

Thanks for sharing~ *hugs* BB~

2718 days ago

Comment edited on: 1/3/2014 10:20:48 AM



GINIEMIE

Glad General Mills is "reacting" to customer demands. Unfortunately they and others weren't more proactive.
Love the cartoon, sure says it straight.



2718 days ago



STAY39

Awesome!
2718 days ago



CD13099273

Good for General Mills taking the Bull by the Horns . Maybe other manufactures will follow? Its

about time that food manufactures start paying attention to the consumer!

I just finished digging myself out - I know you remember all the fun in the City during a Blizzard - I am grateful for my garage as I lost way to many lawn furniture pieces saving a parking spot -



- We are searching for a pension friendly state to retire too ! Thanks for all your support !!

Hugs K

2718 days ago



Comment edited on: 1/3/2014 1:52:16 PM



SLIMMERJESSE

I heard this on the radio news this morning; the rest of their line is GMO.
2718 days ago

v



CD14119060



2718 days ago

v

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