

GE Labeling Won't Raise Food Prices

You may have heard that labeling genetically engineered food will raise prices. Let's look at the truth of how GE labeling would affect the supply chain and, ultimately, your wallet...



1



FARMERS

Labeling opponents claim that food prices will jump "if farmers are forced to switch to non-GE products."

In reality, no state or federal labeling initiative would require or even ask farmers to switch to non-GE products.

2



MANUFACTURERS

GE labeling doesn't force companies to reformulate their products to contain non-GE ingredients; they just need to label those that do – something **they already do in 64 countries.**

Companies are constantly changing their food labeling for marketing reasons or to meet consumer demand. They would have plenty of time to note the presence of GE ingredients during a regularly scheduled label change.

3



RETAILERS

Since GE labeling does not require farmers or manufacturers to change their practices, there's **no reason to expect supply chain disruptions.**

Many retailers support GE labeling. Some are even implementing GE labeling on their own.

4



CONSUMERS

Food companies redesign their labels all the time without raising prices. Can you imagine if every time the design of a cereal box changed, the price went up?

Supermarket prices are driven by far more than labeling changes, including shopper and retailer demographics and brand competition.