CONSUMERS RESPOND NEGATIVELY TO TECHNOLOGY

COLLEGE STATION, TEXAS – GM food has a bad reputation despite its positive effects. If you knew that your cereal had been genetically enhanced with omega fatty acids would you buy it? Studies show that most consumers would not.

Wallace Huffman stated in a recent study that, “consumers were willing to pay a 14% premium for food items they perceived as not genetically modified.” This is despite the added nutritional value of the food.

If you pick up a box of breakfast cereal in the morning, you most likely do not realize that you might be consuming a genetically modified product. Anything from fresh vegetables to fried potato chips could possibly be genetically modified.

Genetic modification is a recent technology that is increasing in popularity with producers. Scientists are producing new technologies that improve many factors of production. The improvements made to crops are an increase in yield and a decrease in pests. This is why farmers are moving toward genetically enhanced crops and livestock. These foods are placed on the shelf, and consumers are usually unknowingly eating them.
Scientists are still researching ways to improve food through genetic modification. Although scientists are doing this research to benefit society, some will refuse to eat genetically modified food. Lusk stated that this, “…reveals a potentially viable niche for non-GM chips.”

With consumers learning more about the benefits of GM foods, scientists and producers hope to improve their outlook on buying these products.