

# MSM and Biotech Try to Re-Brand GMO's Due to Negative Response

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In the same way Big Food makers tried to rename sugar in their products so that consumers wouldn't know that their favorite brands contained almost 75 percent empty calories, **the mainstream media is trying to re-brand GMOs so that the public thinks the food creations are completely safe.**

That's right. Just like Hilary Clinton advised biotech [at a recent symposium](#), she thinks if customers just 'thought of GMOs differently' we would like them more.

Like putting a new coat of paint on a dilapidated shed and calling it a mansion, or prettying up our fall wardrobe with some new shoes – we just need a new 'name' for GMOs, and then we'd like eating something that could make us infertile while causing cancer and kidney failure.

In a [recent article posted](#) by the NY Times, the author goes on about how to give 'altering the DNA of plants' a new name. They don't call this genetic engineering at the University of Copenhagen. They're calling it re-wilding.

Michael B. Palmgren, a plant biologist at the Danish university who headed a group, including scientists, ethicists, and lawyers that is funded by the university and the Danish National Research Foundation, said:

*"I consider this something worth discussing."*

These plant engineers want to take a couple of ancient plants and repurpose a gene or two – otherwise known as a GMO, and call it something new. They've published [their proposal](#) or do so in the journal *Trends in Plant Science*.

They also call it 'precision breeding' when they edit plant by inserting and deleting DNA into a plants cells – also known as a GMO.

It truly doesn't matter what name you want to give food which could threatens viable and ancient plant crops with cross-pollination, causes the overuse of herbicides like glyphosate known to cause cancer, and food which ruins our air, water, and soil.

It also doesn't matter what you want to call a GMO when it is registered with the FDA as a pesticide, as in the case of BT toxic GM corn, or if you are adding genes or taking them away without proper risk assessments.

Let's face it; there is a reason that communities and even entire nations are taking a [stand against genetically modified crops](#) as well as the pesticides products that go with them. There is a reason that hundreds of scientists, some even being formerly pro-GMO, [are speaking out against](#) the known and unknown dangers of worldwide GMO crop-expansion.

But if this is something that is going to happen no matter what the people want (90+ percent want GMOs to at least be labeled, for example), then it's about time the industry has tried the tactic of re-branding the hotly debated term "GMO" so that they can more easily bypass widespread public opposition.

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