Public Perception and Accuracy of GMO Labels in the Southwest Michigan Area

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The purpose of this investigation was to ascertain the public's perception of GMOs as well as the accuracy of their labeling. Through lab experiments involving DNA extraction, PCR, and electrophoresis, research indicates found that of four unlabeled goods, three were non-GMO while one was GMO. Non-GMO labels were accurate except in canned/bottled fruits containing papaya, of which about 43% contained GMO DNA. Additionally, a survey of the Southwest Michigan populace indicated that the labeling of GMO content in a food influenced a consumer's buying behaviors.

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