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MailOnline

Ben & Jerry's vows to stop using GMO ingredients in North America by next year

- The brand's ice cream is already sold GMO-free in the European Union
- Company says transition from old to new ingredients could last into 2014

By [Helen Lawson](#)

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Ben & Jerry's, owned by Unilever, plans for its products to be GM-free by 2014

Ice cream company Ben & Jerry's is to stop using genetically modified ingredients in its products.

The Vermont-based brand has promised to eradicate GM organisms from the recipes for its U.S. and Canadian products by 2014.

Only 80 per cent of the current ingredients are non-GMO, said a statement on the company's website.

It also promised to source as many of the new ingredients from Fairtrade suppliers as possible.

All Ben & Jerry's products sold in the European Union are already GMO-free, it said.

'Our goal is for all of our flavors to be Fairtrade certified and sourced with non-GMO ingredients by the end of the year,' the company said.

'That's about 80 flavors, 110 ingredients and more than 200 different products to transition this year.

'There can be almost 40 different ingredients in a single flavor, so you can see how complex this undertaking is.'

Ben & Jerry's said it supports legislation to make labeling of food made with GMO ingredients compulsory.

A year ago, its parent company Unilever gave half a million dollars in support of the campaign against Proposition 37, a Californian measure to introduce GMO labelling, reports the [Huffington Post](#).

Unilever joined forces with the likes of Monsanto, Kraft, The Hershey Company and PepsiCo, spending \$44million defeating the proposition between them.

Last week the European Union urged its members to test wheat shipments from the United States after unauthorised genetically modified grains were found in Japan.

Tokyo halted imports of certain types of wheat from the U.S. on Thursday following the discovery of an experimental strain that was tested by Monsanto but never approved.

The EU's consumer protection office said on Friday that shipments which test positive should not be sold in line with the bloc's 'zero tolerance' for GM crops.

It also said it was seeking 'further information and reassurance' from U.S. authorities and had asked Monsanto for help in developing a reliable test for the GM grains.



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US officials are investigating which could jeopardise the country's multi-billion-pound wheat export industry

The EU imports more than one million metric tons of U.S. wheat each year, mostly to Spain.

A farmer in Oregon raised the alarm a month ago after he found wheat growing 'like a weed' and could not kill it with herbicide.

The rogue strain was developed by GM giant Monsanto and is resistant to herbicide Roundup, or glyphosate.

It was field tested from 1998 to 2005, but worldwide opposition meant it was never commercially planted.

Michael Firko of the US Department of Agriculture said the last Monsanto field test in Oregon was in 2001. Afterwards, crops were supposed to be totally removed.

He added: 'We're all over this. We have nine investigators combing the area.'

About 90 per cent of Oregon's wheat crop is exported.

Agriculture officials insisted the GM strain wasn't a health threat.

Read more:

- [Ben & Jerry's Will Stop Using Genetically-Modified Ingredients, Company Says](#)



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[sceptic](#), The South, 7 months ago

Pity about that: I rather like some of Ben & Jerry's products. But I am certainly not going to patronise a company that gives way to the anti-GM loonies

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[Chris](#), Santa Rosa, United States, 7 months ago

...after lying to customers for 20 years about the ingredients then getting caught hahaha! Don't worry B & J, I'm still eating your ice cream, organic or non-organic makes no difference to me, good stuff!

[4](#)

1

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[jo](#), denver usa, 7 months ago

I hate to say it, but I think most food here in the US has GM products in it to a greater or lesser extent. Is that why food manufacturers won't label food as such, because they know that most consumers will avoid it if they can. I wish food here wouldn't have so much high fructose corn syrup and other junk chemicals in it, and it seems to last a whole lot longer than it naturally would.

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7

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[Latie](#), West Coast, United States, 7 months ago

I quit eating foods with corn syrup, just to find out anything with corn or wheat is probably GMO. America, PLEASE! I beg of you to allow us to eat healthy, God given food!

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14

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[Latie](#), West Coast, United States, 7 months ago

I quit eating foods with corn syrup, just to find out anything with corn or wheat is probably GMO. America, PLEASE! I beg of you to allow us to eat healthy, God given food!

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4

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[DrWho](#), Orange, 7 months ago

That means, that tub of ice-cream on your table is a year old. How appetizing.

1
7

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[userpete86](#), Irvine, United States, 7 months ago

Wow, I find it odd that an ice cream company can stand up for people's ability to live without corn syrup and modified wheat, yet no one else can...

2
20

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[kittehv](#), NorCal, United States, 7 months ago

Bravo Ben & Jerrys! The wheat crop is a huge issue, our rice exports have never recovered from a similar incident, to lose our ability to export wheat would have severe economic consequences.

6
21

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[Excalibur](#), UK, United Kingdom, 7 months ago

Parent Unilever helped defeat Proposition 37 yet its Ben & Jerry's brand vows to stop using GMO ingredients in N America? Could someone explain please.

1
26

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[Bruce Richards](#), LA, United States, 7 months ago

Do they have GMB (genetically modified brains) for brain dead commies that sell ice cream?

[23](#)
[12](#)

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