

# Chipotle backs Colorado's GMO food labeling effort

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(AP)—Burrito giant Chipotle is backing a Colorado ballot measure that would require labeling of genetically modified foods.

The Denver-based chain said Tuesday that consumers want to know whether the food they're eating has been genetically modified. Company CEO Steve Ells says in his endorsement that [opponents](#) are putting profits before consumers.

The Colorado measure would require manufacturers, retailers and suppliers to label raw and packaged foods produced entirely or partially by [genetic engineering](#). The measure wouldn't apply to food served in restaurants. It would be effective January 2016. A similar ballot measure faces Oregon voters this November.

Chipotle wouldn't be affected by the requirement, but the company says it voluntarily labels [genetically modified](#) foods.

Agriculture groups oppose the labeling requirement. Opponents didn't immediately return calls Tuesday for reaction to Chipotle's endorsement.

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