

The Politics of Genetic Engineering

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Core Political Action on Labeling GMOS

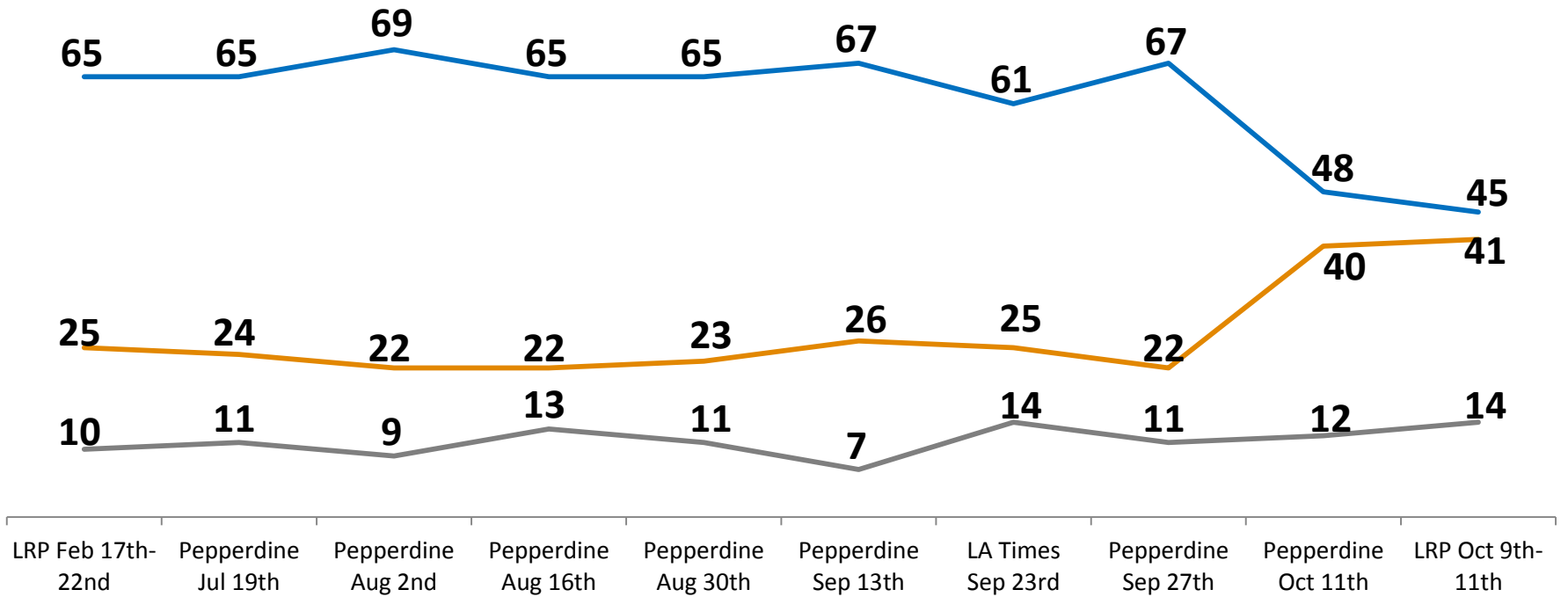
- Action centered on labeling, not bans or standards
- Legislation
 - Federal
 - State
 - State with other state triggers
 - Maine — requires 5 nearby states
 - Connecticut — requires 20 million population of nearby states
- Ballot Measures
 - California Proposition 37 (2012)
 - Outcome **48.6% Yes 51.4% No**
 - Washington Initiative 522 (2013)
 - Outcome **48.9% Yes 51.1% No**
 - Local (Maui, Hawaii--2014)

Ballot Summary Language

- **WA — “This measure would require foods produced entirely or partly with genetic engineering, as defined, to be labeled as genetically engineered when offered for retail sale in Washington, beginning in July 2015. The labeling requirement would apply generally to raw agricultural commodities, processed foods, and seeds and seed stock, with some exceptions, but would not require that specific genetically-engineered ingredients be identified. The measure would authorize state enforcement and civil penalties, and allow private enforcement actions.”**
- **CA — “Requires labeling of food sold to consumers made from plants or animals with genetic material changed in specified ways. Prohibits marketing such food, or other processed food, as “natural.” Provides exemptions.**
 - Fiscal Impact: Increased annual state costs from a few hundred thousand dollars to over \$1 million to regulate the labeling of genetically engineered foods. Additional, but likely not significant, governmental costs to address violations under the measure.”

Proposition 37 Ballot Tracked Over Time

— Yes — No — Undecided/Can't Answer



Funding for Campaigns

Proposition 37 - CA

Support: \$8,700,000

Opposition: \$45,600,000 (No on 37)

Initiative 522 - WA

Support: \$8,400,000

Opposition: \$22,000,000 (No on 522)

(5 in state contributions totaling \$550)

Opponents of 37

Donor	Amount
Monsanto	\$8,112,867
E.I. Dupont De Nemours & Co.	\$5,400,000
Pepsico, Inc.	\$2,145,400
Grocery Manufacturers Association	\$2,002,000
DOW Agrisciences	\$2,000,000
Bayer Cropscience	\$2,000,000
BASF Plant Science	\$2,000,000
Syngenta Corporation	\$2,000,000
Kraft Foods Global	\$1,950,500
Coca-Cola North America	\$1,700,500
Nestle USA	\$1,315,600
Conagra Foods	\$1,176,700
General Mills	\$1,135,300
Kellogg Company	\$790,000
Smithfield Foods	\$683,900
Del Monte Foods	\$674,100
Campbell's Soup	\$500,000
Heinz Foods	\$500,000
Hershey Company	\$493,900
The J.M. Smucker Company	\$485,000
Bimbo Bakeries	\$422,900
Ocean Spray Cranberries	\$387,100
Mars Food North America	\$376,650
Council for Biotechnology Information	\$375,000
Hormel Foods	\$374,300
Unilever	\$372,100
Bumble Bee Foods	\$368,500
Sara Lee	\$343,600
Kraft Food Group	\$304,500
Pinnacle Foods	\$266,100
Dean Foods Company	\$253,950
Biotechnology Industry Organization	\$252,000
Bunge North America	\$248,600
McCormick & Company	\$248,200
Wm. Wrigley Jr. Company	\$237,664
Abbott Nutrition	\$234,500
Cargill, Inc.	\$226,846

Proponents of 37

Organic Consumers Fund	\$1,334,865
Mercola Health Resources	\$1,115,000
Kent Whealy	\$1,000,000
Nature's Path Foods	\$660,709
Dr. Bronner's Magic Soaps	\$566,438
Mark Squire/Stillonger Trust	\$440,000
Wehah Farm (Lundberg Family Farms)	\$251,500
Ali Partovi	\$219,113
Amy's Kitchen	\$200,000
Great Foods of America	\$177,000
Alex Bogusky	\$100,000
Clif Bar & Co.	\$100,000
Cropp Cooperative (Organic Valley)	\$100,000
Annie's, Inc.	\$50,000
Michael S. Funk	\$50,000
Nutiva	\$50,000

Reasons why people support GMO labeling

- Right to know what is in their food
- Freedom to choose what to feed self/family
- 60+ foreign countries require GMO labeling
- FDA tests of GMOs are not required, unsure if safe
- Can't trust biochemical companies that told us DDT was safe
- Supported by various medical and science professionals
- Doesn't solve world hunger or mean pesticide reduction
- Loss of overseas markets where GMOs are prohibited
- Won't know if food is real or artificially created
- Impossible to track health risks without labeling
- Costs virtually nothing to include labeling
- Concerns about GMO salmon or "Frankenfish"

Reasons why people oppose GMO labeling measures

- Raises food costs
- No proof GMOs are dangerous
- Costs money to enforce
- State by state patchwork confusing
- Poorly drafted measures
- Too many exemptions — restaurants, alcohol, and animals
- Leads to endless lawsuits and litigation
- Need scientific advancements to fight drought and pests
- Slippery slope to a full ban
- Scientists say it will needlessly scare consumers
- No mandate needed; choice is already there to buy organic

Simple Messaging

[http://www.youtube.com/watch?feature=player_embedded
&v=yfHLxAbHEac](http://www.youtube.com/watch?feature=player_embedded&v=yfHLxAbHEac)

[http://www.youtube.com/watch?feature=player_embedded
&list=UU5EoRd7_UGjeKqnM2HUwalQ?showsearch=0&v=GUqGi9eo5zk](http://www.youtube.com/watch?feature=player_embedded&list=UU5EoRd7_UGjeKqnM2HUwalQ?showsearch=0&v=GUqGi9eo5zk)

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&list=UU5EoRd7_UGjeKqnM2HUwalQ?showsearch=0&v=HVN7jN_-5lQ](http://www.youtube.com/watch?feature=player_embedded&list=UU5EoRd7_UGjeKqnM2HUwalQ?showsearch=0&v=HVN7jN_-5lQ)