

30+ COUNTRIES REQUIRE LABELING

They have mandatory labeling
because citizens demanded it.

What do they know that we don't?

We have the power to find out and we are waking up
to the knowledge that we,
as U.S. consumers AND citizens, can **demand** labeling
GMO foods here, too.

WE ARE AT AN EXCITING CROSSROADS

Exponential change is happening
all over the world as the truth of
our agribusiness paradigm is
revealed.

For the first time in history, we are
able to directly connect with each
other across the globe.

No one person, entity, group or
industry can hide the truth for very
long.

We join with farmers,
parents, scientists,
doctors and food activists
all over the world who are
demanding consumer
rights to informed choice
over corporate rights to a
nontransparent profit.

A few FAQ's

What are GMOs? Genetically Modified organisms, often called genetically engineered (GE). The correct scientific term is "transgenics." This is a process whereby the genes of one species are inserted into another species. The term does not include hybrids, selective breeding, grafting or MAS (Marker Assisted Selection).

Why do you want them labeled? Links from our site (www.labelgmos.org) point to some of the experts' reasons. A google search will give thousands more. The main reason we want them labeled is that we see enough independent data to suggest possible health risks. We don't want to eat them but we can't know which foods they are in if they aren't labeled.

Why do a initiative instead of a bill in the state legislature? Federal labeling legislation has been before Congress since 1999. GMO labeling legislation has been tried a number of times in CA, but either never makes it to committee or doesn't get out of it. The most recent example is AB88. It could not get out of the Appropriations Committee in May 2011 and has been pushed back to January 2012. *And that was just for fish.* Fourteen other states have bills before their legislatures and go nowhere. While we will continue to work on and fully support legislative efforts, it is our observation and opinion that we don't have time to wait for our governing bodies to enact GMO labeling laws.

What's your rush? New studies point to increased health risks. Numerous vegetables, fruits and animal products are being developed and considered for approval. We are concerned with the recent deregulation of the high cross pollinator, alfalfa. We want to do all we can to ensure our children have the option of organic dairy and meats.

WHO ARE WE?

A broad based coalition of concerned consumers who believe our right to informed choice supersedes corporate rights to a nontransparent profit.

Because of increasing data that points to potential health risks, we are willing to take a strong stand for that right.

We are all ages, religions, ethnicities, cultures, interest groups, socio-economic classes, occupations, political affiliations and family configurations.

At a time when many in our country are polarized, we are putting aside all our differences and uniting for this common goal.

We all eat. We all want informed choice. We all want safe food options. And we want those for our children's children.

It's Our Right to Know



www.labelgmos.org

A 2012 Ballot Initiative Campaign