

EVERYTHING YOU NEED TO KNOW ABOUT GMO LAWS [OR THE LACK THEREOF]

Are genetically modified foods, better known as GMOs, safe to eat?
 Although there is no definitive answer to this question yet, American consumers eat genetically engineered foods all the time. However, the maze of labeling laws makes choosing whether or not they want to eat them a totally different story.

GMOs BY THE NUMBERS:

THE YEAR
1996

The first year that GMO crops became commercially available.

8.72 BILLION
 Total number of acres cultivated with GMO crops since 1996.

165+ MILLION
 Number of acres of food crops used to create GMO crops.

17.3 MILLION
 Number of farmers worldwide who grow GM crops.

270+ MILLION
 Number of people who are eating GM crops through the average supermarket.

AND GET THIS...

THE MAJORITY OF
CORN [88%]
SOYBEANS [93%]
CANOLA [90%]
COTTON [94%]
 GROWN IN THE U.S. IS GENETICALLY MODIFIED.



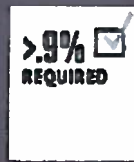
GMOs AROUND THE WORLD

THE YEAR
1997

The European Union (EU) first mandated labeling of food that used GMO crops as ingredients.

64 NATIONS

Since then, 64 developed and developing nations have mandated GMO labeling.



The EU now requires labeling unless GM ingredients account for less than 0.9% of the total product.



China, Brazil and a number of other smaller nations use a threshold of 1% GMO content.



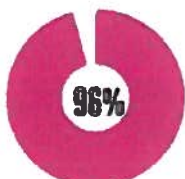
No nations currently label animal products (meat, milk, eggs, cheese) that come from livestock fed with GMO products.



Many U.S. trading partners have labeling laws, and U.S. exporters already label those food items containing GMOs when sold overseas.

WHAT DO THE PEOPLE THINK?

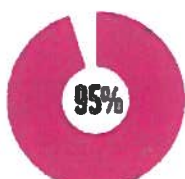
Americans overwhelmingly support GM food labeling, according to studies conducted by:



MSNBC



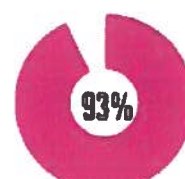
Thomson Reuters PulseSM Healthcare Survey



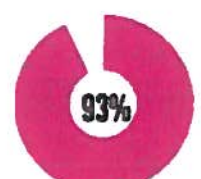
Consumers Union



Washington Post



New York Times



ABC News (answered that they support)

WHAT ABOUT AMERICA?

24

Number of U.S. states that currently have GMO labeling legislation pending

3

Number of U.S. states that have passed GMO labeling measures

0

Number of U.S. states with active GMO labeling laws

29

Number of U.S. ballot measures that have been defeated by Winner & Mandabach Campaigns, the firm hired by the NO TO LABELING lobby in California and Washington.

OF
31

1%

There is only a 1% chance of the Genetically Engineered Food Right-to-Know Act successfully passing (U.S. GMO labeling bill).

STATES THAT HAVE PASSED LABELING MEASURES:



VERMONT

Only passed the House, no vote yet in the Senate

Even if it was to pass the senate, this law would not go into effect for another 2 years

The measure has been "watered down" due to lawsuit threats from seed and chemical company Monsanto



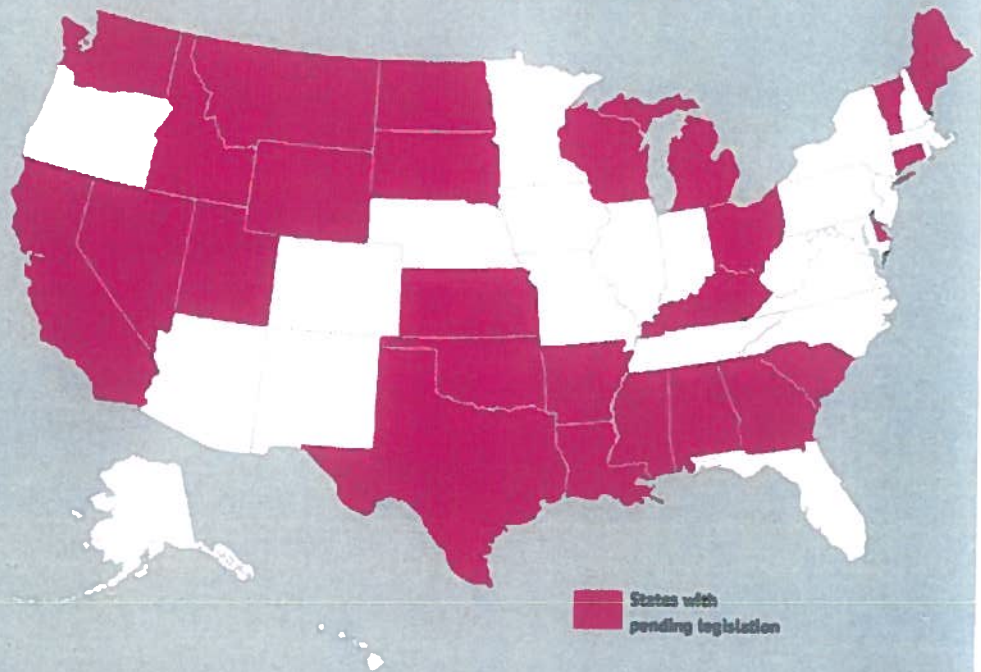
CONNECTICUT & MAINE

Laws require manufacturers to disclose genetically modified ingredients

However, these laws include provisions stipulating that they will not go into effect until 4 other states, one of which must be a bordering state, pass similar laws

These states also face similar lawsuit threats from corporations that produce GM seed/food

STATES WITH PENDING GMO LABELING LEGISLATION:



KEY BATTLES IN THE GMO LABELING FIGHT

CALIFORNIA-PROP 37



Would have prohibited GMO food from being labeled as "natural"

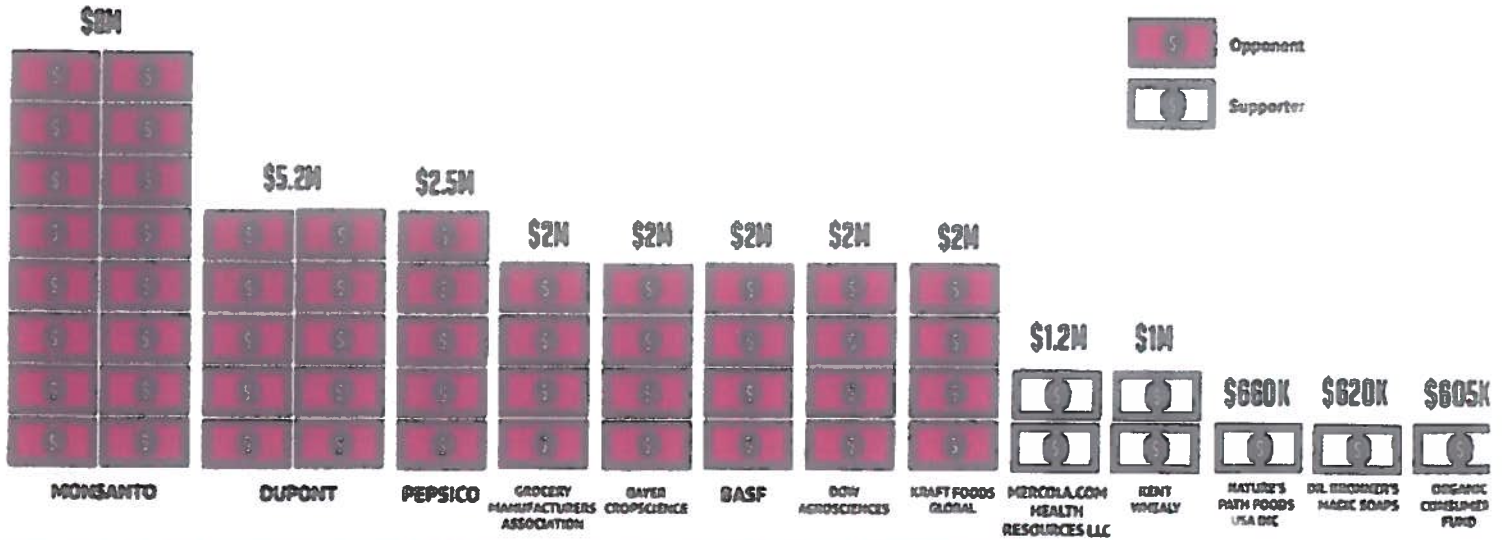
<3%

Despite initial widespread support, the initiative lost by a margin of less than 3% (November 2012)



Labeling opposition outspent supporters by a margin of \$45 million to \$67 million

PROP 37 SPENDING



WASHINGTON INITIATIVE 522 (I-522)

=

\$\$\$ TO \$



Nearly identical to Prop 37

Opponents of I 522 are outpacing supporters by 3 to 1 (\$17.2 million to \$5.3 million)

If passed in November 2013, the law will take effect July 1, 2015

FINANCIAL SUPPORTERS & OPPONENTS OF GMO LABELING: I-522 SPENDING

