



# THE JLI CONCEAL OR REVEAL CAMPAIGN MESSAGES

## THE PROBLEM: GMO CROPS HAVE LED TO MASSIVE INCREASES IN HERBICIDE USE, WHICH CAUSES HUMAN AND ENVIRONMENTAL HEALTH THREATS.

- Most GMO crops introduced in the last 19 years have been engineered to be herbicide resistant. Thus, farmers can use more of the chemicals without injuring their crops.
- The World Health Organization recently labeled the primary herbicide encouraged by GMO crops as probably carcinogenic.
- Increased herbicide use has been so severe that according to the U.S. Geological Survey, 60-100 percent of the rain in Midwest farming communities now contains herbicides.
- GMOs thus result in millions of pounds of probable carcinogens in our air and water.
- And, just as with the over-use of antibiotics, herbicide over-use has created resistant weeds on 70 million acres, resulting in the use of stronger and even more dangerous herbicides. This is called the chemical treadmill.

## WE HAVE THE RIGHT TO KNOW WHETHER GMOS ARE IN OUR FOODS SO WE CAN CHOOSE NOT TO SUPPORT THE CHEMICAL TREADMILL.

- Quaker Oats and its parent company PepsiCo are among the major food companies that are keeping Americans in the dark by fighting GMO labeling.
- Large food companies, including Quaker Oats' parents company PepsiCo, and others have together spent more than \$100 million to stop GMO labeling.
- PepsiCo has spent more than \$8 million to lobby against GMO labeling.
- The Grocery Manufacturers Association, of which PepsiCo is a member, has supported a bill in Congress (called the DARK Act) that would make labeling voluntary.
- This new industry-friendly bill will keep consumers in the dark. Unless labeling is mandatory, consumers will not get the information they need to make informed choices.
- Companies have had the right to voluntarily label the presence of GMO ingredients since 2001 and to our knowledge, no company has done so.
- Most countries, including all of Europe and most of Asia require GMO labeling. Many large food companies label GMOs in their products abroad, so they should do it at home, too.
- Voluntary labeling about the absence of GMOs will not give us our right to know. We need mandatory labeling of the presence of GMOs so that consumers can choose whether to support the chemical treadmill when we shop.

**WHAT: AMERICANS ACROSS THE COUNTRY ARE SPEAKING UP FOR OUR RIGHT TO KNOW WHAT IS IN THE FOOD WE EAT AND HOW IT IS GROWN. A LARGE MAJORITY WANT THE RIGHT TO CHOOSE FOODS GROWN WITHOUT PROMOTING DRAMATICALLY INCREASED USE OF PROBABLY CARCINOGENIC HERBICIDES AND PESTICIDES. WE ALSO DO NOT WANT TO SUPPORT FOOD COMPANIES WHO ARE SPENDING MONEY TO BLOCK OUR RIGHTS TO KNOW AND CHOOSE.**

- The vast majority of Americans (92 percent) support labeling and want to know what's in their food according to a recent Consumer Reports national survey.
- We want large food companies to stop blocking our right to know through the DARK Act or other anti-labeling initiatives, and to call upon Congress, the White House and the FDA to institute mandatory GMO labeling.

**HOW: GO TO [WWW.JUSTLABELIT.ORG](http://WWW.JUSTLABELIT.ORG) TO TELL QUAKER YOU WANT THEM TO:**

- 1) Support mandatory FDA labeling of GMOs
- 2) Stop blocking our right to know – oppose the DARK Act

**THE VISION: WORKING TOGETHER, WE WILL HOLD FOOD COMPANIES ACCOUNTABLE FOR REFUSING TO SUPPORT MANDATORY FDA LABELING OF GMOS, EXPOSE THEIR CONTRIBUTIONS TO ANTI-LABELING EFFORTS, AND SHOW OVERWHELMING SUPPORT FOR LABELING. CONSUMERS WILL KNOW THAT GMOS HAVE DRAMATICALLY INCREASED THE USE OF PROBABLY CARCINOGENIC HERBICIDES AND WILL BE ABLE TO CHOOSE FOODS WITH ALL THE INFORMATION THEY DESERVE.**

