



This is a condensed print version of our weekly newsletter. For links to action alerts as well as in-depth information about each story, please visit the online version: organicconsumers.org/bytes/ob341.htm

Urgent Call to Action from Oregon

TELL ODA TO HALT THE TEMPORARY RULE MAKING PROCESS.

In a decision that poses an immediate threat to Oregon's seed growers and organic vegetable producers, the Oregon Department of Agriculture (ODA) has fast-tracked the approval of canola production in Willamette Valley. On Friday, Aug. 10, the ODA, in response to the biofuel industry, intends to file for a temporary rule to allow the growing of canola, including GE canola, in a previously designated protection zone surrounding Willamette Valley. This decision was made after a series of meetings held behind closed doors to allow GM canola to be grown in the valley unchecked and with disregard to existing seed pinning map isolation guidelines.

Why is this important? Willamette Valley is the perfect environment for growing the specialty seed, brassicas, which includes broccoli, cauliflower, arugula, rutabaga, turnip, radish, kale, cabbage, etc. Canola is also a brassica but spreads rampantly and cross pollinates with a lot of other brassicas, causing contamination and destruction of other seed crops. Oregon State University has conducted research proving that canola will cross pollinate with many different crops including turnips, broccoli raab, some kales, rutabaga, and possibly radish and broccoli. Willamette Valley is one of the top 5 places in the world for growing and supplying specialty seed and maintaining seed diversity. The Valley's seed growers supply seed to companies around the world, especially those that grow non-GMO food.

Whether or not you live in Oregon, please contact the ODA and Governor Kitzhaber yourself and make your voice heard. This decision will have an impact far beyond this one state. Help us spread the word. We only have until August 10 to change this decision: bit.ly/P1xs1z

Sign-On.org Petition: bit.ly/P1xx8j



Occupy Monsanto's Global Week of Action

September 17, 2012

Organic Consumers Association and Millions Against Monsanto are working with the Occupy Monsanto network to organize protests and direct action at Monsanto facilities during the September 17th Global Week of Action Against Monsanto. To join an existing Genetic Crimes Unit or organize your own occupation, visit bit.ly/KzpeoP and Occupy Monsanto will send you your very own GCU action toolkit. Genetic Crimes Units are autonomous Occupy Monsanto affinity groups who will carry out "decontamination" events during the Global Week of Action against Monsanto.

No Monsanto facilities nearby? How about congregating at Dow, Syngenta or one of the other Biotech Bullies' offices? Occupy not your style? How about organizing a Millions Against Monsanto rally or event?

Take your group to your state capital and rally for GMO labels. Host a film screening and discussion of Bitter Seeds or the World According to Monsanto. Set up a table at your local farmer's market and tell people about genetically modified organisms (GMOs). Visit the retail store where you buy your organic food and get them to endorse Proposition 37, the California Ballot Initiative to label GMOs. Hit the sidewalks and gather signatures for our Truth-in-Labeling petition—we are very close to our goal of one million national signers. Whatever you decide to do, contact us for flyers, posters and petitions and tell us about your event so we can help you mobilize. Visit bit.ly/P1xUzL to sign up your event and request materials.

Say It Isn't So: Organic Brands Backing the Campaign to Defeat GMO Labeling

Donations are pouring into the campaign to defeat Prop 37. Among the big donors are companies like J.M. Smucker, Hormel Foods, Kellogg Co., Coca-Cola North America and PepsiCo.—companies that make a fortune marketing 'natural' and organic brands with slogans like "We're good to the earth." Odwalla. Cascadian Farms. R.W. Knudsen. Horizon. That's just the short list of brands owned by companies willing to spend thousands of dollars to keep you from knowing what's in your food. Read the list at bit.ly/P1xZUG

Ask Your Organic Retailer to Endorse Prop 37

OCA is asking the organic community to volunteer—in California and nationwide—to approach the manager or owner of the retail store, CSA, food co-op, restaurant or farmer's market where you regularly buy your organic food and ask them to join the more than 100 retail stores and coops that have already publicly endorsed Prop 37, the California Ballot Initiative to label genetically engineered foods and ban the routine industry practice of marketing GMO-tainted foods as "natural."

We need thousands of volunteers to ask their local health food stores to endorse Prop 37, distribute our educational materials for their customers, and donate to the California Right to Know campaign. Please be a part of this historic initiative.

Hundreds have already signed up in the last week, but the CA campaign needs everyone's help. Please sign up to volunteer and we will contact you and supply you with endorsement posters, educational flyers and instructions for endorsing and collecting donations: bit.ly/Nqk47D - Read Ronnie Cummins' Open Letter to the Organic Community: bit.ly/P8yGZx

Hemingway Seeks Support for #StopMonsanto

OCA caught up with actress Mariel Hemingway last week to talk about #StopMonsanto, a film project she's raising money for on indiegogo.com. The script is ready to go, but Hemingway and her partners need to raise the money to produce it.

The film tells the story of five young activists who protest Monsanto by way of a series of stunts that eventually lead to tragedy.

"Monsanto needs to take responsibility for the damage to our future—to our crops, our farmers, our health," said Hemingway. "As Americans, we're supposed to be free and democratic. We need to say something, we need to require these chemical companies to take responsibility. The stronghold these companies have on our politicians is disturbing and scary." The group needs to raise a considerable amount of money by August 31 in order to produce the film. Read OCA's interview with Hemingway: bit.ly/NqkfzT
Support the #StopMonsanto film project: indiegogo.com/stopmonsanto

OCA's 'Old Monsanto Had a Farm' Video

Back By Popular Demand

Farming ain't what it used to be. We've taken the lyrics to a classic children's song and rewritten them for the age of Big Ag and GMOs. Enjoy the new tune. Then like it, share it, tweet it, forward it to a friend: oldmonsanto.org
Donate to the OCA (tax-deductible, helps support work on behalf of organic standards and fair trade): organicconsumers.org/donations.cfm
Donate to the Organic Consumers Fund (non-tax-deductible, for legislative efforts in CA and other states): www.organicconsumersfund.org/donate/