



What We've Learned

With only a few days to go before voters decide on Washington State's 1-522 GMO labeling initiative, there's no better time to reflect on how the GMO labeling movement got here, and what we've learned along the way.

The anti-GMO, anti-Monsanto Movement reached critical mass during last year's hard-fought campaign for GMO labeling in California. The narrow loss of California's Proposition 37, galvanized the movement and set the stage for this year's battle in WA. Like most "overnight successes," the movement didn't happen overnight. It was 20 years in the making.

Today, an army of organic food and natural health activists have put Corporate America and the political elite on the defensive. We've provided evidence that the combination of aggressive populist issue-framing, unconventional "inside-outside" coalition-building, marketplace pressure and online list-building, mobilization and fundraising—strategically channeled into local and state-based political action—can begin to even the odds between David and Goliath. Win or lose in Washington on November 5, the anti-GMO Movement has evolved into a savvy army of grassroots activists who are committed to the ongoing battle to reclaim our food and farming systems, part of a larger battle to transform the entire political and economic system. orgcns.org/1e3ksym



Crooks and Liars

The opponents of 1-522 have spent more money, nearly \$22 million, to defeat your right to know than opponents or supporters have ever spent on any ballot initiative ever in Washington State. And, according to the state attorney general, the Grocery Manufacturers Association (GMA), the largest donor to the NO on 1-522 campaign, has illegally concealed more money than any other group ever accused of violating Washington's campaign finance laws. The opposition continues to pound the airwaves with lies as they try to scare voters into voting against 1-522. The polls show this race is neck-and-neck. It couldn't get any closer. The OCA, through our Organic Consumers Fund (OCF), just wired the campaign another \$50,000 to run new ads, bringing our cash donations since the start of the campaign to \$800,000. Dr. Bronner's Magic Soaps dug deep to contribute an additional \$500,000, bringing the company's total contribution to a mind-boggling \$2.3 million.

We need your help. Please consider donating or making phone calls between now and November 5. The crooks and liars who are spending record amounts of money to keep you in the dark are desperate. They know that this battle, 1-522, will be a deciding one. Thank you for all you've done so far. And thank you for doing just a little more between today and next Tuesday.

Volunteer to make phone calls: orgcns.org/1chndGM

Share this video: orgcns.org/1e3khiNY

Donate to the OCF: orgcns.org/1e3kpg0

or the OCA: orgcns.org/1c4ezHD to support GMO labeling.

From the Soapbox... One Last Impassioned Plea

When the Bronner family, founders of Dr. Bronner's Magic Soaps, decided to commit to passing 1-522, the Washington State GMO labeling initiative, they did it in a big way. This one small family-owned business has spent an astonishing \$2.3 million to pass a GMO labeling law in Washington State. Why take such a big risk? Because the Bronners know that if we win this battle, we will win the war. While so many multi-million dollar national brands have sat on the sidelines, making excuses for not contributing to the YES on 1-522 campaign, Dr. Bronner's has gone out on a limb for your right to know. Please take a minute to listen to David Bronner's impassioned plea for GMO labeling. And then say "thanks"!

Take Action: orgcns.org/16ejQKO

Watch the video and read the article: orgcns.org/1e3ltRA

Say "Thanks" on Dr. Bronner's Facebook page: facebook.com/DrBronner

No Thanks, Nestlé

The brand geniuses at Nestlé USA want your money. That's why they sell organic Gerber-brand baby food and Sweet Leaf Tea, brands designed to appeal to health-conscious consumers. To capture a share of the growing market for organics. The corporate leaders at Nestlé also don't want to have to label the GE ingredients in any of their non-organic brands, but they don't want you to know that. So they contributed more than \$1 million to the NO on 1-522 campaign by funneling it through the GMA's "Defense of Brand Strategic Account," a secret and, as it turns out, illegal slush fund. Time to tell Nestlé Chairman and CEO, Paul Grimwood, and Corporate & Brand Affairs, Hannah Coan, it's not nice to lie to consumers.

Take Action: orgcns.org/1e3kPU4 · Gerber's Facebook: facebook.com/Gerber

Sweet Leaf Tea's Facebook: facebook.com/sweetleaftea

'Groundbreaking' Work? Or Monsanto Madness?

Scientists at the University of Florida's Institute for Plant Innovation and its Center for Smell and Taste (yes, an actual research facility funded by real dollars) want your tomatoes to taste better. So they're spending god-knows-how-many dollars to tinker with the DNA of tomatoes in the quest for "better flavor."

Jim Hightower finds it all a bit much to stomach, given that the research, and lead researcher, Professor Harry Klee, are being funded by Monsanto: "Where did this guy come from? Monsanto, where he was employed for 11 years to help bring dangerously-untested-and-unlabeled bioengineered food to market. Now at the U of Florida's Institute for Plant Innovation, backed by Monsanto, Klee leads the effort to innovate what's called 'a chemical recipe for the ideal tomato.'"

Legitimate research? Or just more Monsanto madness?

Read the NYT article: orgcns.org/1e3lRiQ

Read Jim Hightower's Commentary: orgcns.org/1e3lUv4

Factory Farms:

Taxpayers Pay. Politicians Take. Agribusiness Profits.

The agribusiness giants would have us believe that our unsustainable and reprehensible factory farming system is the only way to feed the world's burgeoning population. The facts prove otherwise. Factory farming is all about maximizing profits for a handful of the world's largest corporations.

Agribusiness spent \$751 million over the past 5 years on lobbying congress and another \$480.5 million in direct campaign contributions over the past two decades. Since 1995, taxpayers have provided \$292.5 billion in direct agricultural subsidies, another \$96 billion in crop insurance subsidies, and over \$100 billion in subsidies to promote the growth of GE corn and soy. How did we end up with this cruel, unsustainable, unhealthy, environmentally destructive factory farm model? The numbers say it all. More Facts on Factory Farms: orgcns.org/1e3m2ut