

## **A Viewpoint On Proposition 37**

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California's Proposition 37 would require that our food labels, like those of 61 other countries around the world, disclose the use of genetically modified organisms (GMO's), commonly found in soy, corn, canola oil, and soon to be salmon. (Nearly 90% of the U.S. supply of corn and soy is now genetically engineered. The very notion that we as citizens of what we believe to be the greatest free country on the planet can know the truth about what's our food is disturbing to say the least.

The ground swell movement to require disclosure of GMO foods has been fueled both by public awareness that GMO's are loaded with cancer causing herbicides such as Monsanto's herbicide Roundup, used to grow GMO soy, together with recent studies linking GMO foods to cancer, sterility and a host of other maladies now plaguing we the people and overwhelming the U.S. health care system. There is a growing awareness among consumers that we aren't getting the full story when it comes to GMO's, and I for one would like to know.

If GMO's are so safe, why are Monsanto, ConAgra and others fighting so hard to defeat the measure? Monsanto is spending millions in California to spread misinformation, if not outright lies about the effects of Prop. 37.

The comic book hero Superman fights for fights for "truth, justice and the American way." Proposition 37 is best understood as an example of how the absence of truth, or the presence of deception, is *becoming* the American Way. For example, advertisers

have been subjected to prosecution by the Federal Trade Commission for many years when they have engaged in Practices that are misleading or deceptive to the consumer.

“Section 12 of the FTC Act specifically prohibits false ads likely to induce the purchase of food, drugs, devices, or cosmetics.” A quote for the FTC Policy Statement on Deception seem particularly fitting to the state in which we Americans find ourselves.

“The basic question is whether the act or practice is likely to affect the consumer's conduct or decision with regard to a product or service. If so, the practice is material, and consumer injury is likely, because consumers are likely to have chosen differently but for the deception.”

Wherein lies the deception in the Prop 37 scenario? There are two big ones. First, the failure to label our food as GMO certainly impacts my decision to purchase or not. I consider known cancer causing agents a material fact in my food choices. If given the right to choose, I'd rather opt to delete Monsanto's Roundup from my daily diet. What about you?

Second, the entire political process is somehow exempt from the FTC “truth” requirement. It's okay to lie in political ads, whether for candidates or when fighting ballot initiatives such as Proposition. 37. Monsanto, DuPont, ConAgra, Pepsi, BASF to name a few are spending millions in television advertising, which if facts mattered would subjected to the most serious prosecution ever seen under FTC rules. I for one am tired of being forced to fight to know the facts. True facts do exist, they may be found [here](#).