

## AD BLITZ ON LABEL PLAN IN CALIFORNIA



An insane advertising blitz, which received its funding from the Monsanto Corporation and several other corporations alike, has gradually lost support on the ballot proposal in the state of California. The ballot proposal would require food makers in the United States to provide information on if and when their products may contain certain organisms, specifically those that have been genetically modified. In the state of California, if voters choose to approve the proposal on the 6<sup>th</sup> of November, it would actually be the first time in history that food makers in the United States would have to provide labels on food if they contain genetically modified organisms inside of them. At this point in time, there are no rules or regulations in the United States for testing ingredients in genetically modified ingredients prior to going to the market. According to the industry, these products are safe but there are many who disagree, which has led to a huge debate. There are a number of other countries that already have requirements when it comes to labels providing information on whether or not the food contains GM. The European Union made this mandatory over a decade ago, so the United States is definitely behind on such labeling practices. Ever since it has become a must in that area, the number of GM products seems to have disappeared. It is for that reason that an opposition group, which received funding from Monsanto, Pepsi Co, and several others, have been dominating the television and radio with a number of advertisements, speaking on behalf of the label proposal and the importance of having set rules on labeling to ensure safety of the consumers. A number of experts feel as though the major risk behind all of this is that a number of companies could end up no longer using GMO instead of actually labeling them on their products. If companies begin to stop using GMO, a disruption could occur within the food production sector of the United States, especially since GM corn, canola, and other ingredients have become a commonly used staple in all types of packaged food in the United States. These ingredients are often used in a number of different products, ranging from soups to chips and even cereal. The increase of advertisements was supposed to help bring in more support and help consumers to realize the importance of such labeling. However, support for the proposal has dropped over the past two weeks, from 66.9 percent to 48.3 percent, which is definitely not a good sign.