

# interactive dialogue

The “**GMO Labeling: Is the Federal Law the Beginning or End of the Fight?**” webinar will begin at **10:00 am CT**

To listen to the audio portion of the webinar, please dial **1-800-536-9136, access code: 9038709#.**

- A sign-in sheet and materials were attached to the program reminder email sent Wednesday, August 17.
- To submit a question before or during the webinar, please use the chat pane on the left-hand side of your screen.
- A replay of this webinar will be available upon request.

# interactive dialogue

## GMO Labeling: Is the Federal Law the Beginning or End of the Fight?

Robert Hensley  
Michael Droke

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# a brave new format

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# why pick this topic?



# what foods are “genetically modified”?



94% of soybeans



92% of maize



90% of canola

**Over 80%  
of all US  
foods are  
genetically  
modified**



94% of cotton



# what state statutes WERE out there?

- Would have required food containing genetically engineered ingredients to be labeled
- Kellogg, General Mills, Mars, and ConAgra began labeling



# what impact did the Vermont statute have?

- Could not use the words “natural,” “naturally made,” “naturally grown,” or “all natural”
- Labeling could include stickers, stamps, or additional printing on packages



# Obama Signs Monsanto's Dark Act



President Obama, who promised to label  
**GMOs in 2007** because "American's should  
know what they're buying," helps deny  
Americans the right to know if GMOs are in their  
food by signing the discriminatory bill S. 764

**GMOiNSiDE**<sup>ORG</sup>  
Coalition Powered by Green America



# federal legislation

- Obama signed the amendment to the Agricultural Marketing Act of 1946
- Requires the Secretary of Agriculture to establish a national disclosure standard for bioengineered foods

# statutory definition and new regulations

- Bioengineering “refers to a food – (a) that contains genetic material that has been modified through in vitro recombinant deoxyribonucleic acid (DNA) techniques; and (b) for which the modification could not otherwise be obtained through conventional breeding or found in nature.”
- Not later than two years after the enactment of the statute, the Secretary shall establish “a national bioengineered food disclosure standard with respect to any bioengineered food and any food that may be bioengineered.”
- Can use QR codes and 800-numbers for information

# what is not covered?

- oil from GE soy?
- sugar from GE sugarbeets?
- starch from GE plants?
- food that could potentially be made from conventional breeding methods but is GE?



# key strategic questions

- Will the new law and regulations matter?
- Does marketing trump science?
- How strong is consumer demand for product labeled as “GMO-Free”?
- Will marketing of “GMO-Free” reduce demand for GMO foods?
- How big will the price differential grow?





# do consumers even know the difference?



# what market forces are in play in this “legal” debate?

## Hershey's Removes

**GMO SUGAR**



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### As Big Candy Ditches GMOs, Sugar Beet Farmers Hit A Sour Patch

May 12, 2016 · 4:31 PM ET  
Heard on All Things Considered



JAN 07, 2016 | NEWS

### WHY WE SUPPORT MANDATORY NATIONAL GMO LABELING

BY CAMPBELL TEAM

[Tweet](#) [G+](#) [Like](#) [3.6k](#) [Share](#)

Today the [New York Times](#) wrote about Campbell's decision to support mandatory national labeling of products that may contain genetically modified organisms (GMOs).

Campbell's President and CEO Denise Morrison shared the message below with our employees about the reasons behind our decision.

# the new federal law -- is

- the end of the Vermont law (and other state laws)
- probably the end of mandatory labelling
- probably NOT the end of other label verifications such as the Non-GMO project
- probably going to further confuse consumers on the difference between organic and non-GMO
- 3<sup>rd</sup> party “verifiers” need to be careful about misrepresentations that create liability issues



who wants more credit? CLE credit, that is





how do I learn more?

# interactive dialogue

GMO Labeling (Part 2)

*Presented by:*

***Mike Droke, Dorsey & Whitney, Seattle & Palo Alto***  
***Chip Magid, Dorsey & Whitney, Washington DC***

**September 14, 2016**  
**10:00 a.m. (Central Time)**

# questions?



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