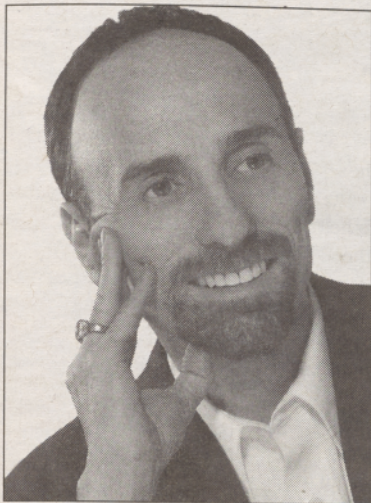




"The majority of Americans, 53 percent, say they would avoid GMOs if labeled. If nine out of 10 of those are lying, we still have enough to create a tipping point of people that would read our Non-GMO Shopping Guide and drive the market. So we're actually in a very good place. I don't think it's going to be very long before we achieve our goal."

— JEFFREY SMITH

PROBLEM, from page 11

kicked out of Walmart, Starbucks, Yoplait, Dannon and most American dairies. We think that a tipping point of consumer rejection against all GMO foods will be achieved in this country in the near future.

We've seen rallies popping up all over the country. There's going to be a large number of them on, including one in D.C., that will terminate with a 16-day march from New York onto Washington. They'll be demanding labeling of GMOs, which gives people the right to know, but more importantly the right to reject, to choose healthier non-GMO foods. There's an effort in California by a grassroots group to try to get a ballot initiative in 2012 demanding labeling. There's the possibility, of course, that policy change will be the way to go. But I think even if that doesn't make changes in terms of labeling bills we'll see a tipping point of consumer rejection in this country. Particularly because now we have Non-GMOShoppingGuide.com, which helps people avoid GMOs and then (they) can provide the economic pressure in the market for companies to switch to non-GMO

status.

M.B.: *So you think it's feasible given the prevalence of genetically modified foods to avoid them entirely?*

J.S.: Oh, yeah. In fact it will partly depend on lifestyle. A lot of the genetically modified food is in processed foods, which are found in the center section of the supermarket. Around the periphery you have the produce area; you have the fish, meat, dairy. It's much easier to avoid them around the perimeter. If someone is absolutely dedicated to eating processed foods and going to fast-food restaurants, then it's going to be very difficult for them to navigate away from GMOs on a consistent basis. So there will be a requirement of brand changing, and in some cases life changing if you currently get all your nutrition, so to speak, from fast foods.

M.B.: *Is the movement to stop the proliferation of GMO foods and get them labeled similar to the growth of the organic food movement? Are organic and non-GMO synonymous?*

J.S.: Organic products are not allowed to intentionally use GMOs. Organic has always been a trusted oasis for those of us seeking non-GMO products. Organic standards don't require that farmers or producers test for the presence of GMOs, just that they follow certain procedures. We also encourage companies to become part of the Non-GMO Project, which does require testing for at-risk ingredients. And so the gold standard is really having an organic seal plus a non-GMO project-verified seal on the same package. But organic is, in fact, one of our tips for avoiding GMOs because of the standard.

M.B.: *It sounds like Margaret Mead's famous quote applies to your work: "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has."*

J.S.: In order to create a tipping point in the U.S. you have to remember that we only need to demonstrate a drop in market share linked to GMO ingredients for these major food companies who have already removed GMOs from their European and Japanese brands. If they see that non-GMO sentiment has gained traction here and they're starting to lose money, there's nothing to keep them (using) GMOs. There are no consumer benefits. In order to demonstrate a drop in market share we think as little as 5 percent of U.S. shoppers would be sufficient. Now that's only 15 million people, 5.6 million households. There's 28 million (people) that buy organic on a regular basis. The majority of Americans, 53 percent, say they would avoid GMOs if labeled. If nine out of 10 of those are lying, we still have enough to create a tipping point of people that would read our Non-GMO Shopping Guide and drive the market. So we're actually in a very good place. I don't think it's going to be very long before we achieve our goal.

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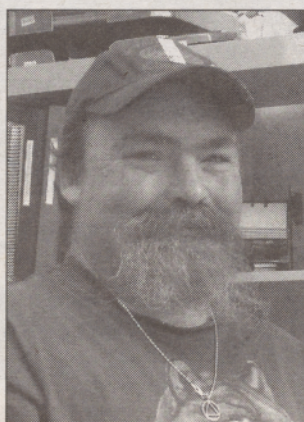
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— Ted Jack, SR vendor