

# Proposition 37

## The Deceptive Food Labeling Scheme

Proposition 37 is a deceptive and costly measure on California's November 2012 state ballot. It would ban the sale of tens of thousands of perfectly safe, common food products unless they are specially repackaged, relabeled or remade with higher cost ingredients. This misguided food labeling scheme would add more government bureaucracy, red tape and taxpayer costs, create a whole new class of frivolous lawsuits, and increase Californians' food costs – without providing any health or safety benefits.

### AMERICAN MEDICAL ASSOCIATION

says: *"There is no scientific justification for special labeling of bioengineered foods."*

### US FOOD AND DRUG ADMINISTRATION

says such a labeling policy would *"be inherently misleading."*

#### Prop 37: Conflicts with Science

Biotechnology, also called genetic engineering (GE), has been used for nearly two decades to grow varieties of corn, soybeans and other crops that resist diseases and insects and require fewer pesticides. Thousands of common foods are made with ingredients from biotech crops. Respected scientific and medical organizations throughout the world have concluded that biotech foods are safe, including the National Academy of Sciences, the Academy of Nutrition and the Dietetics and World Health Organization. Prop 37 would ban these perfectly safe foods *only in California* unless they're specially relabeled or remade with higher cost non-GE or organic ingredients.

#### Prop 37: Full of Special-Interest Loopholes and Exemptions

Prop 37 is full of absurd, politically motivated exemptions that make no sense. It requires special labels on soy milk and tofu, but exempts cow's milk, cheese and other dairy products. Fruit juice requires a label, but beer, wine and liquor that contain GE ingredients are exempt. Food sold in a grocery store requires a label, but the same food sold in a restaurant is exempt. Pet foods containing meat require labels, but meats for human consumption are exempt. Food imported from China and other foreign countries are exempt if sellers simply claim their products are "GE free," allowing unscrupulous foreign companies to game the system.

#### Prop 37: More Bureaucracy and Taxpayer Costs

Prop 37 requires state bureaucrats to administer its complex requirements by monitoring tens of thousands of food labels at tens of thousands of grocery stores, retail outlets, farms and food companies. It sets no limit on how many millions would be spent on bureaucracy, red tape and lawsuits. It's a blank check... paid by taxpayers.

#### Prop 37: Creates A New Class of "Shakedown Lawsuits"

Prop 37 was written by a trial lawyer to benefit trial lawyers. It creates a whole new class of "shakedown lawsuits," allowing lawyers to sue California family farmers, grocers and food companies for alleged violations of its labeling regulations without any proof of harm. These lawsuits would cost California businesses, our court system and taxpayers millions in litigation costs and lawyer payouts.

#### Prop 37: Means Higher Food Costs

Prop 37 would force farmers and food companies to implement costly new labeling, packaging, distribution and record keeping operations or switch to higher-priced, non-GE ingredients, like organics, in order to sell food in California. Economic studies show this would increase food costs for an average California family by hundreds of dollars per year – a HIDDEN FOOD TAX that would especially hurt seniors and low-income families who can least afford it.

#### Partial list of organizations urging **NO** on Prop 37

American Council on Science and Health  
 California Farm Bureau Federation  
 California Small Business Association  
 California Chamber of Commerce  
 California Taxpayer Protection Committee  
 Council for Biotechnology Information  
 Grocery Manufacturers Association  
 Agricultural Council of California  
 Orange County Taxpayers Association  
 Southern California Black Chamber of Commerce  
 California Citizens Against Lawsuit Abuse  
 California Independent Grocers Association

# NO ON 37

**STOP THE DECEPTIVE  
 FOOD LABELING SCHEME**

[www.NoProp37.com](http://www.NoProp37.com)

Paid for by No on 37: Coalition Against the Deceptive Food Labeling Scheme, sponsored by Farmers, Food Producers, and Grocers. Major funding by Monsanto Company, E.I. DuPont de Nemours & Co., Grocery Manufacturers Association (GMA) and more than 40 food company members. For a full list of donors visit [www.NoProp37.com/donors](http://www.NoProp37.com/donors). • 1-800-331-0850 [www.NoProp37.com](http://www.NoProp37.com)