“We are going to force them to label this food. If we have it labeled, then we can organize people not to buy it.”

—Andrew Kimbrell, Executive Director, Center for Food Safety

“Personally, I believe GM foods must be banned entirely, but labeling is the most efficient way to achieve this. Since 85% of the public will refuse to buy foods they know to be genetically modified, this will effectively eliminate them from the market just the way it was done in Europe.”

—Dr. Joseph Mercola, Mercola.com

“By avoiding GMOs, you contribute to the tipping point of consumer rejection, forcing them out of our food supply.”

—Jeffrey Smith, Founder, Institute for Responsible Technology

“With labeling it (GMOs) will become 0%… For you the label issues is vital, if you get labeling then GMOs are dead-end.”

—Vandana Shiva, environmental activist

“The burning question for us all then becomes how—and how quickly—can we move healthy, organic products from a 4.2% market niche, to the dominant force in American food and farming? The first step is to change our labeling laws.”

—Ronnie Cummins, Director, Organic Consumers Association

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