

Email received by me from Jeffery Smith dated 30 September 2011  
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### Celebrating the Non-GMO Revolution – Join Us

On January 20th Pam Larry had an epiphany, as she calls it. Why not have a GMO labeling law on the November 2012 ballot in California? She did her research, put a website together, and “came out” on March 20—as a single voice with a big idea. Within six months, there were about 70 state leaders - holding events, showing films, recruiting support, and creating the framework for what may become the pivotal vote to usher GMOs *out* of our food supply.

Amber Felts also had an idea—to hold an anti-GMO rally on the steps of the state capitol in Denver. She, like Pam, had never done any such thing. But in April this year, nearly 200 people marched on the capitol building as part of a week-long campaign of events called “Colorado Says No to GMOs.” Then on September 6th, hundreds more rallied at the Boulder Courthouse to oppose the planting of GMOs on public lands in the county.

Californian Thurston Williams started “GE-Free Lake County” one year ago. Twenty-eight people came to their founding meeting. By leafleting in front of supermarkets, sponsoring film showings, hosting a GMO speaker training workshop, and staffing a booth at the county fair, their group has grown more than 10-fold—and they’ve handed out more than 4000 pieces of literature. “People really appreciate what we’re doing,” says Thurston. “When they receive the Non-GMO Shopping Guide, they always say thank you, and many ask for more.”

Starting on October 1st at a rally in New York City ([where I’ll be speaking](#)), protesters will march past the United Nations headquarters and then on to [Washington, D.C.](#), raising awareness about the dangerous GMOs in our food and demanding that they be labeled. The 16-day journey through 5 states will culminate at an event in front of the White House on October 16th, World Food Day. That same Sunday will feature [rallies and events all over the nation](#).

There are plenty of other events during October’s Non-GMO Month, supported by activists, retailers and manufacturers together. On October 2nd, for example, the non-GMO snack food maker Beanitos is helping fuel a rally on the steps of the [Texas State Capitol in Austin](#). GMO-Free Washington has [several events](#), including three that I’ll be [joining](#).

For nationwide events throughout **Non-GMO Month** (October 1-31st):  
<http://www.nongmomonth.org/events/category/user-submitted-events/2011-09/>

For nationwide **World Food Day** events (October 16th):  
<http://www.organicconsumers.org/monsanto/wfd-rally-map.cfm>

For the **Right2Know March** (October 1-16th) with events on the East Coast (NYC to Washington):  
<http://www.right2knowmarch.org/the-march/special-events/>

And for suggestions of things you can do everyday during Non-GMO Month on your own, visit:  
<http://responsibletechnology.org/docs/GMOCalendar.pdf>

Organic food companies are organizing, farmers are suing Monsanto, and thousands have joined the Institute for Responsible Technology’s Non-GMO Tipping Point Network and the Organic Consumers Association’s Millions Against Monsanto campaign. Even state legislators are getting into the swing of things. About 15 states have introduced some form of GMO labeling bills—for crops, for fish, or for rbGH milk.

These are all signs of a blossoming non-GMO revolution. People all over the nation are waking up to the reality of GMOs. They're getting angry—and then getting active. This is the time we've been working for, planning for, and hoping for. And now we can hardly keep up.

### **Choosing Non-GMO food sends the message**

Although most Americans have for years wanted to avoid GMOs in their diet, the difference today is that folks are getting the message that GMOs are *very* unhealthy. They've seen the rise of numerous disorders since GMOs were introduced in 1996. They've seen animal studies showing organ damage, toxicity, immune system distress, reproductive problems, and more. And they've heard about more and more doctors prescribing non-GMO diets. The message is becoming loud and clear: "Stop eating GMOs, *especially children.*"

As the number of anti-GMO eaters swell, food companies will take notice. In fact they already have. This year, the third fastest-growing health claim on food packages sold in grocery stores is "Non-GMO."

We predict that as soon as the major food companies notice even a slight dip in their market share—traced to GMO rejection, *that* will be the tipping point. These companies already removed GMOs from their European brands due to consumer rejection there. And everyone in the food industry watched as Wal-Mart, Starbucks, Yoplait, Dannon, and most of America's dairies kicked out GM bovine growth hormone. They know that if anti-GMO sentiments get traction, it's time to replace GM ingredients—fast. As little as 5% of US shoppers choosing GMOs may be sufficient to tip the scales.

### **Get involved and have fun changing the world**

To throw your weight onto the non-GMO scales, join the Non-GMO Tipping Point Network. Working to stop GMO is fun and easy. That's right: FUN and EASY. It can be as simple as sharing articles and videos with your Facebook or email network. Or bringing a Non-GMO Shopping Guide to your children's school or PTA. Or loaning books and DVDs to friends. You can also get together with others in your area, hold events, show movies, enjoy non-GMO picnics and *have fun*.

[Sign up for the Tipping Point Network](#), and then visit the [Non-GMO Shopping Guide website](#) to help you choose healthier non-GMO brands. And share with us what you're doing at our Institute's [Facebook page](#), so we can all celebrate the Non-GMO Revolution together.

Safe eating,

Jeffrey Smith  
Director  
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