


“Big Organic” outspends pro-GM forces in California labeling fight

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 In my [Tuesday post](#) about California's Prop. 37 ballot initiative that would require the labeling of genetically modified food, I wrote about a “gusher” of agribusiness cash entering the state to defeat the proposition, which will be voted on in the November election. In the first comment below the post, frequent commenter Rachael Ludwick writes that “groups in favor of this proposition have so far outspent Big Ag.” And she’s right—but the gap is closing quickly.

The California Secretary of State's office compiles and discloses donations to the “yes” and “no” campaigns for each of the state's ballot propositions. In 2012 through June 30, the [“No”](#) side of the fight, led by agribusiness firms and food processors opposed to labeling, had raised about \$1,002,000; while the [“Yes”](#) side, led by the alternative-health web site Mercola.com and an organic-consumer group's 501c(4), raised \$2,050,408.67.

View the original article here: [“Big Organic” outspends pro-GM forces in California labeling fight](#)