

Prop 37: Pro-GM writer calls the California GMO labeling initiative a “misleading campaign”

The race is on to define Proposition 37, the ballot initiative that would require labels for most genetically modified foods in California. Recent [polling](#) indicates that the pro-labeling side has a 3-to-1 advantage with two and half months before November’s vote. But those who oppose the proposition aren’t giving up yet—nor are the labeling proponents resting easy.

As with ballot initiatives in other states, the anti-labelers are getting a major boost from agricultural industry groups that are worried the labels will scare consumers away from [perfectly safe products](#). Prop 37 opponents have [raised \\$25 million from agribusiness giants](#), with much of that fundraising coming in the past couple of weeks.

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