

Proposition 37 in California: A high-stakes food fight?

California's crowded November ballot includes white-hot measures to raise taxes, amend the state's Three Strikes Law and repeal the death penalty. But a once-obscure measure requiring labels on genetically engineered food is quickly emerging as one of the most expensive, high-stakes showdowns on the 11-measure ballot.

If Proposition 37 passes, California would become the first state in the nation to require new labels on a host of food products commonly found on grocery store shelves, from breakfast cereals to sodas to tofu.

Proponents, largely big natural food companies and consumers who are passionate about organic food, have raised \$2.8 million as of Thursday, according to campaign finance records filed with the California Secretary of State's Office. Scores of individuals have made \$100 donations, but most of the money is coming from organic businesses such as Nature's Path Foods and Dr. Bronner's Magic Soaps. A company owned by Joseph Mercola, a controversial holistic health activist from Illinois with more than 100,000 Twitter followers, has kicked in \$800,000.

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