

GMO labeling activist group attacks Monsanto and Dow Chemical Co in new television ad

The Yes on Proposition 37 Campaign launched a \$150,000 media blitz today directly challenging pesticide and processed food corporations that are now Prop 37.

Proposition 37, which will be on the California ballot in November, would be the first law in the U.S. requiring labeling of genetically engineered foods.

The 30-second ad – which will run in select online news venues and on broadcast and cable television stations in major California media markets for 10 days – presents the history of notoriously inaccurate corporate health claims, including falsehoods from some of the very same corporations now funding the No on 37 campaign.

“The same corporations that brought us DDT and Agent Orange are now bringing us the No on 37 campaign,” said California Right to Know Media Director Stacy Malkan.

View the original article here: [GMO labeling group attacks Monsanto and Dow Chemical Co in new television ad – Examiner.com](#)