

## Ten lessons from Monsanto's swift-boating of Prop 37

The populist campaign to label genetically modified food has been successfully Swift-Boating by Monsanto and the largest pesticide and junk food companies on earth. Our consumer movement made the costly mistake of arming itself with peace signs and love beads for what turned out to be a gunfight with a ruthless, assault rifle-equipped enemy.

What can we do about it? We can learn from our mistakes for the next necessary round in our struggle for food safety and environmentally responsible agriculture.

**View the original article here: [Ten Grassroots Lessons From Monsanto's Swift-Boating of the Prop37/Label GMO Campaign](#)**