

## Why the GMO labeling bill will fare better in Washington State

On November 6, in the wake of one of the most expensive and scurrilous smear campaigns in history, six million voters scared the hell out of Monsanto and Big Food Inc. by coming within a razor's edge of passing the first statewide mandatory labeling law for genetically modified organisms (GMOs). Prop 37, a citizens' ballot initiative that would have required the mandatory labeling of billions of dollars of genetically engineered (GE) foods and put an end to the routine industry practice of fraudulently marketing GE-tainted foods as "natural" or "all natural," lost by a narrow margin of 48.6% to 51.4%. Opponents couldn't claim anything close to a landslide, even though they outspent the pro-labeling campaign almost six to one.

Looking at the logistics and outcome of the Prop 37 campaign in California in 2012 and comparing these to the upcoming I-522 battle in Washington, there are several major differences that will likely prove to be decisive ...

**View the original article here: [GMO Food Fight: Round Two 2012](#)**