

In GMO ads, both sides make mostly false claims about I-522 costs

Dueling TV ads now airing about Initiative 522 — the statewide ballot measure to require labeling of some genetically engineered foods — offer conflicting claims about cost impacts the measure would have, if approved.

A TV spot from the pro-labeling Yes on I-522 Committee opens with a woman named Deb in a grocery store, then goes on to include statements from a farmer, a fisherman, a naturopathic doctor and a seafood retailer all separately supporting the measure.

“It’s simple, and it won’t cost you a dime,” says Chris, a bearded Pike Place Market fishmonger, before tossing a salmon across a display case while his fish-throwing compatriots echo in unison, “Not a dime!”

Read the full, original story here: [“In GMO ads, both sides make mostly false claims about I-522 costs”](#)