

## Organic industry would reap windfall with passage of I-522

In his blog *Edible Intelligence*, Sam Vance warns that with the passage of Washington State's I-522, large organic grocers like Whole Foods would dominate the market, out-competing more affordable grocery stores like Safeway or QFC, whose organic sections are small and don't provide as much revenue. GMO labels would be perceived as warning labels, Vance argues, leading customers to avoid products containing GMOs altogether and driving them to organic grocery stores like Whole Foods.

Stores like Safeway and QFC will take a big hit to their private brands as well as the nightmare of having to segregate stock for Washington stores from it's distribution inventory for Oregon, Utah, Idaho, etc. They may even have to close some Washington stores because of this. But who will be there waiting with their *mostly* GMO free inventory and a distribution system already designed to keep certain foods separated?

*Whole Foods.*

And you can bet Whole Foods can expect to pick up major market share as sales from their competition drops. It will be a major windfall for them.

Read the full, original story here: ["An Investment In Future Shoppers"](#)