

GMO label activists misjudge rural and farm sentiment

(Summary)

“When the losers are crying about the election outcome afterwards and begin saying the election was bought or Democracy does not exist, they are just insulting voters,” writes Dan Flynn, editor of *Food Safety News*. Flynn argues that the “Yes on I-522” campaign was “clouded by emotion” and that the “No” campaign was saved by rural voters who were swayed by the large food manufacturers’ “poll-tested arguments.” If food manufacturers and grocers don’t want to continue to rely on the rural voters to reject labeling laws, Flynn writes, they must “[Get] a clue as to how to speak to their customers about GMOs.”

Read the full, original story here: [“Letter From The Editor: Rural Voters Veto GMO Labeling \(Again\)”](#)