

Organic activist manifesto: Ronnie Cummins on how to demonize GMOs

Ronnie Cummins, founder and director of the Organic Consumers Association, writes on the main ways that anti-GMO activists can influence labeling laws and other issues pertaining to GMOs. He writes that anti-GMO activists should reward those grocers who do label GMOs and punish those who fight against labeling, forcing grocers to “go political.” And instead of petitioning the federal government, Cummins writes, anti-GMO activists should use state and local elections to influence GMO-labeling laws.

In the wake of high-stakes multi-million dollar GMO labeling ballot initiatives in California in 2012, and Washington State in 2013, an army of organic food and natural health activists have put Corporate America and the political elite on the defensive. We’ve demonstrated that aggressive populist issue-framing; unconventional “inside-outside” coalition-building; marketplace pressure; online list-building, mobilization and fundraising can be strategically channeled into local and state-based political action and can begin to even up the odds between David and Goliath.

Read the full, original story here: “5 Things We Can Learn from the Battle Against GMOs”