

Vermont's GMO labeling law passed because of well-organized and well-funded campaigns

Despite the threat of a lawsuit hanging over their heads from food manufacturers, key lawmakers in Vermont went from skeptical to sold on a labeling law within months because a well-organized, well-funded and seasoned group of supporters launched one of the biggest grassroots efforts the state has seen.

A combination of factors came together to take the labeling bill to the finish line, said Dave Rogers, policy director at the Northeast Organic Farming Association of Vermont, who was among those working for the bill. Luck helped, he said, but so did an unrelenting group effort by the Vermont Right To Know Coalition, extensive use of social media that has changed the speed with which causes spread, and Vermont's two decades of experience in resisting the use of genetic engineering in agriculture.

All the members of the Vermont Right to Know Coalition had experience on the issue. Each had extensive and varied membership lists that provided names of potential supporters across Vermont. They had money, too, thanks in part to national organizations that saw Vermont as a foothold for the GMO-labeling movement across the country.

Read the full, original article: [How GMO labeling came to pass in Vermont](#)