

War of the advertising airwaves underway in Oregon GMO labeling fight

In a [TV ad paid for by advocates](#) of labeling genetically modified foods in Oregon, voters are told 64 countries have such requirements and labels didn't lead to an increase in their food costs.

Opponents of GMO labeling have released an ad that says the opposite: Labels would be costly for food producers and consumers and would not show which ingredients in a product are modified.

With a decision on the Nov. 4 ballot measure just five weeks away, the two opposing camps combined have reported contributions of nearly \$3 million and expenditures of more than \$2 million, including advertising. It's a sign of what's still to come.

This is round three in the GMO labeling match in recent years. Similar measures in California and in Washington state failed narrowly after millions of dollars were spent, mostly by labeling opponents.

If adopted, the initiative by Oregon GMO Right to Know would require manufacturers, retailers and suppliers to label raw and packaged foods produced entirely or partially by genetic engineering. The measure would not apply to animal feed or food served in restaurants. It would be effective January 2016.

GLP's coverage of the Yes on 92 ads can be found [here](#).

Read full, original article: [Groups launch campaigns on GMO labeling in Oregon](#)