

PepsiCo targeted in campaign by GM labeling proponents

Backers of mandatory labeling for genetically modified foods launched a campaign aimed at turning back food company lobbying against labeling, and the first target is PepsiCo.

The move comes as U.S. lawmakers are eyeing federal legislation that would nullify mandatory state labeling laws, such as one that takes effect next year in Vermont, and proposed in other states.

PepsiCo is one of many food and agricultural companies that signed on to a letter delivered to members of Congress supporting passage of the "Safe and Accurate Food Labeling Act of 2015" that would take labeling power away from states.

The effort to target PepsiCo is being pushed by Just Label It, a consortium representing more than 700 corporations and non-profit groups, including organic industry interests. The group said it will target several companies but is starting with PepsiCo's Quaker Oats brand.

The group plans an onslaught of social media and paid advertising designed to generate consumer pressure on the company to abandon anti-labeling efforts.

Pepsi-Co is a top target because it has contributed at least \$8.8 million to anti-labeling campaigns, and promotes its Quaker Oats products as healthy, Just Label It Chairman Gary Hirshberg said.

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: In U.S. GMO labeling battle, PepsiCo latest target