

## Anti-GMO activist Jeffrey Smith says labeling push never about ‘right to know’

In a letter sent out [July 30], anti-GMO activist Jeffrey Smith admits what we have suspected all along.

*Labeling GMOs was never the end goal for us. It was a tactic. Labels make it easier for shoppers to make healthier non-GMO choices. When enough people avoid GMOs, food companies rush to eliminate them. Labeling can speed up that tipping point—but only if consumers are motivated to use labels to avoid GMOs.”*

. . . .

And noting that President Obama’s signing [S.764](#) restricts states from requiring stringent (and meaningless) GMO labels, he writes:

*Although this is clearly a defeat in our campaigns for getting mandatory labeling in the United States, we are still winning the bigger, more important effort to ELIMINATE GMOs from the market altogether.*

In other words, the whole edifice of moral claims that “we have the right to know what we are eating” has just collapsed! Smith admits that his goal was to *eliminate* a perfectly safe breeding technology, presumably forcing people towards the more expensive organic products whose producers support Smith’s scare campaign.

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: [Jeffrey Smith admits GMO labeling was never his goal](#)**