

Prop 37: Your right to know.

GMOs: Corporate Charlatans Versus Organic Heroes

Big agribusiness that
crushed Prop 37:
\$46,000,000



MONSANTO: \$8,112,866.55



PEPSICO: \$2,485,400



KRAFT: \$2,000,500



GENERAL MILLS: \$1,230,300



H.J. HEINZ: \$489,555



SMUCKER: \$555,000



DEAN FOODS: \$253,000

E.I. DUPONT DE NEMOURS & CO (\$4,900,000), GROCERY MANUFACTURERS ASSOCIATION (\$2,002,000), DOW AGROSCIENCES (\$2,000,000), BAYER CROPSCIENCE (\$2,000,000), BASF PLANTSCIENCE (\$2,000,000), SYNGENTA CORPORATION (\$2,000,000), COUNCIL FOR BIOTECHNOLOGY INFORMATION (\$375,000), BIOTECHNOLOGY INDUSTRY ORGANIZATION: (\$875,000) ... AND DOZENS OF ADDITIONAL CORPORATE FOOD MANUFACTURERS OPPOSED TO YOUR RIGHT-TO-KNOW

STILLONGER TRUST (\$440,000), ALI PARTOVI (\$280,032.23), ALEX BOGUSKY [FEARLESS REVOLUTION] (\$100,000), CALIFORNIA NURSES ASSOCIATION INITIATIVE POLITICAL ACTION COMMITTEE (\$100,000), BIG HEN GROUP (\$100,000), PRESENCE MARKETING (\$75,000), MICHAEL FUNK (\$75,000), KAMUT ASSOCIATION OF NORTH AMERICA (\$30,000), WALTER ROBB [CO-CEO WHOLE FOODS] (\$25,000), STEVE HUGHES [CEO, SMART BALANCE] (\$25,000), AMERICAN FEDERATION OF STATE COUNTY AND MUNICIPAL EMPLOYEES (\$25,000), PHILIP ROSENTHAL [PRODUCER, WHERE'S LUNCH?] (\$25,000), KATHRYN TAYLOR (\$25,000), BILL WEILAND [CEO, PRESENCE MARKETING] (\$25,000), CHRISTOPHER FINDLATER (\$20,000), MARJORIE ROSWELL [ROSWELL GRAPHICS] (\$18,000), PATAGONIA (\$15,000), GWYNETH PALTROW MARTIN (\$15,000), MINTWOOD MEDIA COLLECTIVE (\$12,500), CHRISTINA MEDNACK (\$10,800), BAKER CREEK HEIRLOOM SEEDS (\$10,200), JEREMIAH GETTLE (\$10,200), MULTIPLE ORGANICS (\$10,000), GARY HIRSHBERG [CHAIRMAN, STONYFIELD] (\$10,000), INSTITUTE FOR RESPONSIBLE TECHNOLOGY (\$11,860), CONSUMER ADVOCATES FOR SAFE FOOD AND WATER (\$10,000), MARIE MCGLASHAN (\$10,000), ACE HOLDINGS LLC (\$10,000), NANCY SCHAUB (\$10,000), SQUIRE MANAGEMENT LLC (\$10,000), MARK SQUIRE [GOOD EARTH NATURAL FOODS] (\$8,000), COMMITTEE FOR HUMBOLDT GREEN GENES (\$7,708), CIRANDA (\$5,000), TRANSGLOBAL ALLIANCE ID (\$5,000), MONTES BENINA [VISTA LIVESTOCK CO.] (\$5,000), CALIFORNIA CERTIFIED ORGANIC FARMERS (\$5,000), RUSSELL PARKER [VP, NATURE'S BEST] (\$3,000), CERTIFIED FOODS INC. (\$3,000), DAVID LANNON [VP, WHOLE FOODS] (\$2,500), ORGANIC PARTNERS INTERNATIONAL (\$2,500), THE COMPANION GROUP (\$2,500), DEBORAH GARCIA [LILY FILMS] (\$2,500), EARL'S ORGANIC PRODUCE (\$1,000), ORGANIC AVENUE (\$1,100), BOULDER ICE CREAM (\$1,000), NURTURE, INC. (\$1,000), SEA SNAX (\$1,000), ENJOY LIFE NATURAL BRANDS (\$1,000), NAVITAS NATURALS (\$1,000), AWE SUM ORGANICS, INC. (\$1,000), SCOTT ROSEMAN [PRES. NEW LEAF COMMUNITY MARKETS] (\$1,000) ... AND THOUSANDS OF INDIVIDUALS WHO MADE PERSONAL CONTRIBUTIONS.

vs.

Organic heroes that
supported Prop 37:
\$9,000,000



\$1,230,802.15



DR. JOSEPH MERCOLA \$1,199,000



\$255,000



\$620,883



\$130,000



\$115,000



\$50,000



\$100,000



\$35,000



\$50,000



\$25,000



\$50,000



\$20,000



\$25,000



\$15,000



\$10,000



\$10,000



\$7,200



\$10,000



\$10,000



\$5,000



\$5,000



\$5,000



\$5,000



\$5,000



\$4,000



\$3,000



\$2,000



\$1,000,000



\$200,000



\$70,000



\$50,000



\$25,000



\$15,000



\$11,000



\$7,500



\$5,000



\$5,000



\$5,000



\$2,500



\$2,000



\$656,825



\$56,000



\$60,000



\$50,000



\$25,000



\$20,000



\$10,000



\$5,000



\$5,000



\$4,000



\$2,500

FOR RETAILERS THAT HAVE CONTRIBUTED, SEE CORNUCOPIA'S SEPARATE RETAILER INFOGRAPHIC.

The GMO Divide — Let's All Reward the True Organic Heroes
Please make your voice heard by signing the petition at cornucopia.org