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California, Oregon eyed for GMO-labeling ballot

By Jenny Hopkinson
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Pro-GMO labeling groups are mulling where to push ballot initiatives in 2016, and California and Oregon are on top of the list. Dave Murphy, executive director of Food Democracy Now, told MA that groups are "in the process" of picking a state and wrangling donors. While both California and Oregon are promising, the final decision may come down to cost. Waging another GMO labeling fight in California will likely cost about \$20 million, Murphy said, whereas Oregon is a much less expensive market.

A 2016 GMO-labeling ballot initiative in either state would be the second time residents consider the issue. A 2014 initiative in Oregon failed by just 837 votes in a recount following a \$20.8 million campaign from the food and biotech industries. Supporters of the measure spent \$8.2 million. A similar measure in California in 2012 failed by just 3 percent of the vote. \$46 million was spent by the opposition, while proponents spent \$9.2 million.