VOTE NO on SB 1381

COSTLY FOR THE STATE. COSTLY FOR FARMERS. COSTLY FOR CONSUMERS.

SB 1381 would ban the sale of tens of thousands of perfectly safe, common grocery products in California unless they are specially repackaged, relabeled or made with higher cost ingredients. It would mandate complex new food labeling regulations in California that don’t exist in any other state – increasing costs for farmers, consumers, and the State and its taxpayers.

Costly for the State and taxpayers.

$ The Department of Public Health would have to monitor tens of thousands of food products at tens of thousands of retail stores, farms and food companies – potentially requiring dozens of full time staff.

$ According to a Legislative Analyst's Office analysis of a similar measure, "these costs could range from a few hundred thousand dollars to over $1 million annually."

Costly for farmers and food companies.

$ SB 1381 would force farmers and food companies in California to implement costly new labeling, packaging, distribution, recordkeeping and other bureaucratic operations that will add enormous costs. Or, companies will be forced to switch to higher-priced, non-GE ingredients in order to sell food in California.

$ SB 1381 also contains a "shakedown" lawsuit provision that incentivizes trial lawyers to sue farmers and food companies over the wording on food labels – costing farmers millions in defense costs.

$ A 2012 study by two UC Davis professors of agricultural economics found that this type of labeling bill would result in $1.2 billion in higher costs for farmers and food producers.

Costly for consumers.

$ The higher costs to grow, produce, package and sell food will be passed along to consumers, hurting low-income families most. Economic studies of a similar measure, Prop 37, show this legislation could increase food costs for the average family by more than $400 per year.

Unnecessary.

Genetic engineering has been used for nearly two decades. There are more than 600 peer-reviewed reports which document the safety, agricultural benefits, and nutritional wholesomeness of GE crops. Major organizations including the National Academy of Sciences, World Health Organization and American Medical Association have all deemed foods made with GE ingredients safe. Requiring a de-facto warning label on perfectly safe foods promotes fear-based, not science-based, information to consumers.