

Corporate Sabotage of the GMO Labeling Movement



Gary Hirshberg

Board Chair **JUST LABEL IT!**

Co-Chair



Board Chair,
Former CEO,
and Co Founder



85% owned by **DANNON**



(Dannon had \$29.3 Billion in Sales in 2013)

Net worth estimate: \$50-\$150 Million



Scott Faber

Executive Director
2012 - Present



Vice Pres. of
Government Affairs
2012 - Present



Vice President
of Federal Affairs
2007 - 2012



Faber claims credit for spearheading
"The Food Safety Modernization Act"

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Gary Hirshberg Is A Clear And Present Danger To You

The future of the GMO labeling movement looks bleak after Measure 92 lost by 812 votes in the Oregon state ballot initiative, and Prop 105 in Colorado suffered a blowout defeat. With more than 90% support in public opinion polls, how could GMO labeling lose, you might ask.

After losing once again by razor thin margins in Oregon as we did in California and Washington, the food movement and mainstream press will likely point the finger at the usual suspects. You know, the corporate giants like Monsanto, Dow, DuPont, Pepsi, Coke, General Mills, Kellogg's, the Grocery Manufacturers Association (GMA) and many other Pesticide, Chemical and Junk Food companies who have, to date, contributed over \$100 million dollars opposing GMO labeling in the past three years as initiatives to label genetically engineered foods have been placed on the ballot in the states of [California](#) in 2012, [Washington](#) in 2013 and now in [Oregon](#) and [Colorado](#) this year.

However, in analyzing these losses this time around, The Organic Spies is going beyond the obvious and taking an honest peak behind the curtain, where the corporate organic elite manufacture an illusion of participation. This time, we're not just assigning blame to the opposing chemical and junk food companies that publicly oppose GMO labeling, we're looking at those who are seemingly on our side in the public arena. You know, those large organic companies that issue press releases whenever a GMO labeling ballot initiative gets on the ballot, but rather than digging deep into their own pockets have simply stood by, sitting on their massive fortunes, while raking in the exploding profits of the organic and non-GMO "industry". Since Prop 37 in 2012, sales of Non-GMO Project verified times have more than doubled, skyrocketing to [more than \\$7 billion in sales](#) in 2014. Remarkably, in stunning acts of organic consumer betrayal, some have actually participated, initiated or endorsed the sabotaging of multiple state GMO labeling efforts behind the scenes, while working to create the perception that they actually care about winning mandatory labeling of genetically engineered food.

While corporate organic CEOs make millions of dollars each year, the grassroots campaigns for labeling genetically engineered foods barely have the resources to compete with the largest and most ruthless corporations on the planet.

What we are about to expose will likely leave you feeling shocked, but remember, it's only because the people we are exposing, have spent millions so that you believe a lie about their public personas and alleged agendas.

What we are about to share with you is a 3-year, behind the scenes investigation by The Organic Spies. Remember us, the [Organic Spies](#)? We are the ones who exposed the truth about [GMOs lurking in the aisles of Whole Foods](#) in 2012.

We knew we had an obligation to tell the truth for all of those that have devoted your lives to make GMO labeling happen here. Many of you have been giving your money and your time, by making phone calls and pounding the streets for your "right to know".

As we've done before, The Organic Spies are prepared to expose the many individuals who have worked behind the scenes, either out of ignorance, corruption or ambition to *fight you* so we don't win strong GMO labeling laws.

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This report details never before revealed behind the scenes events and exposes a series of interlocking cozy relationships and conflicts of interest between leaders in the organic industry and the [GMA](#) (Grocery Manufacturers Association), the FDA, the USDA, [the Gates](#) and [Rockefeller Foundation](#) and yes, even Monsanto and [Solutia](#) – a [corrupt spinoff](#) of Monsanto.

When the Organic Spies first learned about these allegations, we asked a simple question: “What would you say if we told you that the person who has held themselves up as a leader of the organic industry and the GMO labeling movement is one of the key charlatans among those sabotaging our efforts?”

Why after four ballot initiatives to label GMOs in favorable states have all failed, and when over 90% of people have polled support and the organic industry - a \$35 billion industry with the means and political connections to win - has not. We now understand why we haven’t been successful, and it’s time we do something about it.

The shocking answer is the [corporate controlled front group](#) called Just Label It and its “chair” Gary Hirshberg.

Lets be realistic, if an organic yogurt baron, whose company Stonyfield Farms had \$370m in sales in 2013, and the rest of his corporate friends actually wanted GMO labeling passed, they would do what ever it took to accomplish that! It’s obvious they have plenty of resources and there are plenty of ways they could use those resources to effect worthwhile change, if they really wanted it. Unfortunately, it appears they don’t truly want GMO labeling; they just want the public to think they support it.

Incredibly, Gary Hirshberg calls former Monsanto attorney Michael Taylor and USDA Secretary Tom Vilsack his friends, sells his low quality organic yogurt at WalMart, has sabotaged multiple state GMO labeling ballot initiatives behind the scenes and still wants you to believe he cares about labeling Monsanto’s genetically engineered foods. The fact is, after 3 years of watching his public deceptions, the time has come to expose Hirshberg for the Trojan Horse that he is!

How Will Labeling Of Genetically Engineered Foods Hurt The Corporate Organic Industry?

Let’s face it, most people purchase and consume organic foods because they want to avoid GMOs. If GMO foods are labeled, and “conventional” companies like Cheerios and Grape Nuts continue to seek GMO-free ingredients (and they are, in droves), will organic continue to grow? Or will consumers buy conventional foods that do not have the label, “Made with genetically engineered ingredients”, because they have now sourced GMO-free ingredients?

In 2011, Hirshberg, who’s organic yogurt company is 85% owned by pesticide yogurt barons at Dannon, realized that the best way to greenwash positive PR for Stonyfield Farms and control the public debate over GMO labeling would be to create a front group, Just Label It, to control and sabotage any real grassroots GMO labeling movement that might demand more real and honest messaging from those on the frontlines. Over the years, Hirshberg has had many run-ins with [real organic grassroots leaders](#) who demand real organic integrity and take a harder line about genetically engineered foods here in the U.S. Most

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memorable is the massive public humiliation that Hirshberg and his allies at Whole Food's received when they tried to cut a deal over GMO alfalfa, to allow organic foods to become contaminated with GMOs, but the grassroots protected organic integrity and blocked the deal.

In an effort to protect his massive corporate fortune, Hirshberg set up his own GMO non-profit Just Label It, only allowing corporate organic and other sellouts to be on the board. Hirshberg was hoping to look like a hero to the media and confuse consumers that Just Label It was the real deal. Unfortunately, after three years of watching this corporate weasel spin his twisted web, the Organic Spies has discovered that Just Label It is simply another corporate controlled front group that has never come close to succeeding in Washington DC or anywhere else, except pocketing large donations from organic companies and other high level donors, while real grassroots efforts starve for cash.

Instead of actually joining the real campaigns at the state level, Hirshberg has feigned involvement to the press and through corporate PR efforts, while a series of ballot initiatives have narrowly lost after being massively outspent, and he's made off with millions of dollars in donations that could have made the difference in California, Washington, Oregon and Colorado.

History Of GMO Labeling Ballot Initiative Fundraising

For a look at the real GMO labeling movement, consider Cornucopia Institute's series of infographics that track the political donations of both sides of the issue from [Prop 37 in California](#) to [I-522 in Washington](#) to the [2014 battles in Oregon and Colorado](#). In politics, if you want to get to the root of who's behind something, they say follow the money. Here are the facts on GMO labeling in the United States, plain as day.

1. Prop 37 in California

<http://www.cornucopia.org/wp-content/uploads/2014/06/prop37-poster-final.pdf>

2. I-522 in Washington

<http://www.cornucopia.org/wp-content/uploads/2014/07/I-522final72014.jpg>

3. Yes on 92 in Oregon and Yes on 105 in Colorado

<http://www.cornucopia.org/wp-content/uploads/2014/06/meas92-prop105.1001.1500px.jpg>

Notice who's on here and who's not. The real question is, who's really donating and who's just offering a few nickels of their obscene corporate earned wealth simply to cover their tracks in public?

Hirshberg and Just Label It, The GMO Labeling Trojan Horse Corporate Front Group

For those of you who may not be familiar with Gary Hirshberg, he is the co-founder and CEO of Stonyfield Yogurt. You may remember him as the guy in Food, Inc. who turned his back on his "hippy roots" and "hippy friends", [excited to collaborate with WalMart](#) to sell many millions of dollars of his organic yogurt - \$370 million in 2013, to be exact. He sold his company to [Danone](#), one of the largest

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multinational junk food companies with \$29.3 billion in annual sales, almost all of it toxic food and baby products. Danone owns 85% of Stonyfield farms.

The U.S. brand, Dannon yogurt, is dairy produced with all GMO feed and additional synthetic additives and GMO ingredients. While Hirshberg considers himself a champion of the organic world, [others have long had serious doubts](#) about his loyalties. What setting up a corporate front group does is ensure that Hirshberg has a seat at the table in negotiating any federal GMO labeling bill, which is essential to Danone and his corporate organic friends who want to water down any bill to protect their profits. Are you beginning to see any conflict of interest yet? Hold on. There's plenty more.

After three years of watching his public actions, and hearing about private, behind the scenes meetings, it's clear to the Organic Spies that Hirshberg is not the well-intentioned GMO labeling advocate he would like the public to believe. Hirshberg has demonstrated himself as a skilled corporate operator who has numerous political and business conflicts of interest that should disqualify him from being any type of leader in the GMO labeling movement.

From his board posts with close Monsanto connections to sabotaging labeling efforts from California to Vermont and now Oregon and Colorado, and setting up corporate "activist" front groups to subvert and overshadow non-profits and real activists doing the real work for GMO labeling, you must ask yourself if he is a real leader as the mainstream media has portrayed him (or simply because of his expensive PR strategy)?

Let's take a closer look at Gary Hirshberg and the Just Label It front group empire, which includes board members from the [largest corporate organic sellout companies](#) you could assemble, including, Horizon, Earthbound Farm, Annie's and billion dollar "natural" brands GMO pusher UNFI. Oddly enough, Just Label It has an exceedingly large number of overlapping board members with the [Organic Traitors Associations](#), I mean the [Organic Trade Association](#). The OTA is responsible for watering down organic standards all these years, led by Smucker's, Dean Foods, Horizon, Stonyfield, WalMart and Whole Foods.

GMO Labeling: Just Label It's False "Federal Solution"

If you've ever heard Hirshberg speak about this issue to the media and "influential groups", you'd have heard him talk about "The federal solution". Let's consider this for a moment.

If you talk to anyone who knows anything about politics in America, the first thing you know is that Washington DC is by now almost a permanent sinkhole of partisan gridlock. Just consider the history of how chemical and biotech corporations took over the U.S. government in the first place to deny us labeling of their ill-tested genetically engineered products.

Monsanto, Michael Taylor And The Selling Of The FDA to Highest Bidder

In 1992 [Dan Quayle announced](#) to the world the concept of "substantial equivalence". It is the political loophole that the government made up to approve GMO crops without proper testing. So while Monsanto and cronies won their

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patents (meaning they're "unique") on these improperly tested crops, the government declared them "the same" and therefore, exempt from safety testing and subject to very little government oversight.

Since that time, the FDA has denied Americans labels on genetically engineered foods and refused to complete the testing that the FDA's own scientists recommended when chemical companies, like Monsanto, unleashed their toxic products on the market.

So, why hope that the FDA act now?

Why would Hirshberg and friends petition the FDA to label GMOs when they have a long history of refusing to do so?

Of course, the Food and Drug Administration would be the proper channel for labeling our food products, as has been done in 64 other countries, but now after 3 years and counting of Hirshberg and Just Label It submitting their petition, why would they continue to dump millions into this failed effort and not into state efforts, which have actually proved successful in educating the public and putting politicians on notice? Already, Connecticut, Maine and Vermont has passed GMO labeling bills off the momentum build from Prop 37 and the ballot initiatives and pressure from local state activists. In every case, Just Label It has been noticeably absent from these fights.

Incredibly, in trying to find a solution to GMO labeling in 2011, Just Label It petitioned an FDA that is run by [the same Monsanto attorney, Michael Taylor](#), that wrote the original rule of "substantial equivalence" in 1992. In an unbelievable irony, in 2009, newly elected President Obama appointed the same Michael Taylor to be the second in command, or new food safety czar, at the FDA.

Not a problem for Just Label It's Hirshberg, he considers Monsanto lawyer Michael Taylor a close friend.

Don't believe us, [listen to this radio interview](#) where Hirshberg calls former Monsanto attorney and current FDA food safety czar Michael Taylor "a pretty good guy." When the radio hosts criticized Michael Taylor further, Hirshberg responds with "That's pretty unfair... I happen to know Michael and he's a pretty good guy".

Taylor, as you may recall, also [made it possible for BST or rBGH](#) to be allowed into our milk supply and even punished dairy companies that wanted to label their products free of Monsanto's toxic new synthetic genetically engineered growth hormone that caused massive explosions of health problems in dairy herds.

Another smoking gun pointing to Hirshberg's twisted conflicts of interest is how for years, [Hirshberg has flaunted his close personal friendship](#) with current US Secretary of Agriculture, Tom Vilsack, former Iowa governor and Biotech Governor of the Year. Even better, in 2007, during Tom Vilsack's failed run for President, Hirshberg and Whole Foods' co-CEO Walter Robb personally vetted Vilsack and tried to raise money for him from fellow organic companies CEOs.

So now, Gary has two friends in Washington DC that are among the largest promoters of genetically engineered crops in our nation's history – and Americans still don't have GMO labeling! Are you starting to see a pattern here?

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Just Label It: Using Corporate Activism To Greenwash Corporate Organic

Since its founding, Hirshberg's Just Label It has hired a handful of expensive, overpriced corporate lobbyists and consultants including the corporate Democrat connected PR firm Fenton Communications, which not only lists the Bill & Melinda Gates Foundation as a client but also corporate food giants General Mills Foundation and Unilever, among many others.

In it's first year, Just Label It spent millions at the overpriced Fenton Communications to launch their failed FDA petition. The FDA petition is such a failure that the FDA has not only failed to respond, but initially publicly mocked Just Label It's efforts, stating that [it received only 343 public comments](#) to the Chicago Tribune, since it did not count multiple signed petitions, which Just Label It rallied behind and spent millions to promote for only 6 months. Sadly, they were [so clueless](#) they couldn't even get a 100,000 views on their video posted on YouTube September 30, 2011. We had over 500,000 views on our Whole Foods Hidden Camera Sting Operation Video that had no budget. Unbelievable...

Executive Director of Just Label It, Scott Faber, Former GMA Lobbyist Who Spearheaded The "Food Safety Modernization Act"

Another real tragedy is, the leader of Just Label It is organic and small farmers' most dangerous enemy. In what can only be described as a strategic blunder of organic proportions, Hirshberg and Just Label It has placed former Grocery Manufacturers Association lobbyist Scott Faber, who lists his major professional accomplishment as facilitating the passage of the dangerous Food Safety Modernization Act, in charge of his corporate labeling movement, effectively giving Monsanto and the GMA sympathetic lobbyists at both sides of the negotiating table. From 2007 to 2012, Faber was VP of Federal Affairs for the GMA and now lists himself as the Executive Director of Just Label It and a Vice President of Government Affairs at the Environmental Working Group.

In case you don't remember the Food Safety Modernization Act fiasco, consider this, Monsanto and their friend Michael Taylor wanted to create a single agency for food safety, combining both the FDA's responsibility over food and the USDA's over meat and combine them in one "super food safety agency", which Monsanto Michael Taylor was going to run of course. But that plan got derailed by activists and now Michael Taylor is implementing "one-size" fits all food safety rules that are running small and mid-sized farmers out of business.

And this is what 5-year corporate giant GMA lobbyist Scott Faber lists as his single professional accomplishment (that and derailing the GMO labeling movement of course)?

In other words, Hirshberg and his corporate organic cronies have handed America's GMO labeling movement over to a corrupt hired gun with no loyalty to organics, family farmers or the food movement. Instead, Faber has a 5-year track record of selling America's farmer and consumers out in exchange for a large salary. It's no wonder Just Label It's DC strategy is in shambles. Failure by design is what Just Label It sounds like, while sabotaging real grassroots efforts that have a chance to succeed.

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You might be interested to know that instead of supporting the GMO labeling ballot initiatives with significant donations, Hirshberg has misled the public, elected officials and significantly undermined the fundraising efforts and media coverage in multiple state GMO labeling campaigns.

Sabotaging California's Prop 37, Siphoning Off Donations For Personal Gain

Nowhere was Hirshberg's absence (or presence) felt more heavily than in California in 2012 during Prop 37, the first real campaign to label GMOs. In 2011 and 2012, leading up to Prop 37, Hirshberg was repeatedly invited to join the effort in California.

Hirshberg not only declined to join Prop 37, but he undermined the campaign to potential donors for nine months, then sabotaged donations when the campaign really needed them by holding fundraising for Just Label It in Hollywood and San Francisco in the critical month of September 2012.

By doing so, Hirshberg intentionally siphoned off the important celebrity crowd and crucial high net worth donors, many of whom believed they were donating to the Prop 37 campaign in their own state. It's hard to know how much money Hirshberg diverted from Prop 37, we may never know, but records show that Just Label It raised over \$1 million before the vote on 2012. Money in this election was crucial as the opposing side of chemical and junk food companies dumped in over \$45 million, while the proponents could only muster \$8 million, losing by a mere 1.5 percent.

What if Gary and his "friends" would have joined Prop 37, instead of bad-mouthing the campaign, stealing the funding and media attention? Could we have won?

The Doucheberg Of The Food Movement, Gary Hirshberg

After the narrow loss of the Prop 37 election in California, and *how close* we came to winning, food movement leaders were so outraged that they started calling Gary Hirshberg - "*The Doucheberg*". If we lose on Election Day this year, Hirshberg will have to be known as the Napoleon Doucheberg forever more.

According to this Urban Dictionary, Doucheberg is a perfect match for Hirshberg's corrupt actions:

"A doucheberg is a guy (or sometimes girl) who seems like an awesome, thoughtful, sensitive person on the surface, but underneath they're a ginormous, iceberg-sized douchebag. You usually don't find out until it's too late."

"Someone whom upon your first impression is generally positive, but over time, gets worse the more you get to know them. Like, an iceberg, most of their douchiness is concealed, but becomes more and more apparent the more you see them."

Michele Simon, lawyer and author of *Appetite for Profit* wrote a scathing critique of Hirshberg's poorly thought out strategy in 2012, shortly after the narrow loss of California's Prop 37:

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“I disagree with Gary Hirshberg chairman of Stonyfield Farm and leader of Just Label It, for putting all his eggs in the federal basket. While Hirshberg and his company endorsed 37, he donated relatively little to the campaign and was even quoted in the New York Times saying he doesn’t think this problem can be solved state by state. Obviously not, but how does Hirshberg ever expect to get anywhere at the federal level unless and until we can gain traction locally? This is exactly how most policy change is made, especially when we face massive industry opposition. Some are already predicting that the California loss will set back the effort nationally.”

Hirshberg [told the NY Times](#): “I don’t believe that in the long run we can solve a problem like this on a state-by-state level.”

He just happens to say the same thing as General Mills, who has contributed more than \$1.23 million to defeat GMO labeling efforts in California alone. A statement on their website reads: “We believe labeling regulations should be set at the national level, not state by state.”

Sounds a lot like Just Label It and Gary Hirshberg.

Hirshberg Stands in Front Of Many Other Corporate Organic Sellouts

If you want to look closer at who helps Hirshberg undermine the real grassroots GMO labeling movement, consider his Just Label It “partners”, all corporate organic sellouts like: Stonyfield, Horizon, Earthbound Farm, Annie’s, UNFI and Organic Valley.

An Empire Of Corporate Organic Fronts Groups Destroying Organic Standards And The GMO Labeling Movement

Our First campaign in the [spring of 2011 target](#) the Organic Trade Association, because of their [corporate organic board](#) of directors.

Interestingly enough, Just Label It was [created in 2011](#) as a response to the approval of GMO alfalfa and has become a project of Organic Voices, led by the largest corporate organic companies, who have worked consistently to undermine organic standards.

Don’t believe us, look at Just Label It’s [board of directors](#), a who’s who of individuals and companies undermining or selling out true organic standards.

Just Label It has multiple overlapping board members with Organic Traitors Association, including Organic Traitors Association Board President/ Organic Valley lawyer Missy Hughes, Annie’s INC Vice President Sarah Bird and Organic Traitors Association CEO and Executive Director Laura Batcha.

In the not surprised category, Just Label It’s board contains 3 of 5 organic dairies that are represented as members of the International Dairy Foods Association (IDFA), which [recently joined the GMA lawsuit](#) against the state of Vermont for passing the first in the nation GMO labeling bill.

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Even while pretending to support Vermont's first in the nation GMO labeling law this past spring, Hirshberg's Stonyfield corporate conflicts of interest can't help but pop up. Rather than leave the association, Hirshberg led Stonyfield and other organic dairy companies to stay members of the IDFA, even rejecting a petition from organic advocates to leave the lobbying trade group as it dug in to carry the water for Monsanto and the GMA.

According to the Organic Consumers Association, [the intent of the GMA and IDFA's lawsuit against Vermont](#) is pretty clear:

"Now the GMA, joined by the IDFA, wants Congress and/or the federal courts to deny states the basic right to pass GMO labeling laws, supported by the overwhelming majority of their residents."

So they're for federal GMO labeling, but not state labeling? Or they just don't mind chumming around with Dean Foods and giant dairy corporations that keep their cows in confinement and poison them with antibiotics and Monsanto's GMO rBGH. Interesting connections, surprising conflicts.

Using Influence, Power, Connections to Undermine Organic Standards

The overlapping nature of Hirshberg's handpicked board at Just Label It and the Organic Trade Association is an intentional move to consolidate power at the top of the organic industry, coordinate behind the scenes efforts and keep others in the dark about their true goals of undermining organic integrity and state GMO labeling efforts.

At the moment, Hirshberg and his friends at the Organic Trade Association are busy undermining 'sunset provisions' in the organic standards and changing more than a decade worth of National Organic Standards Board (NOSB) precedent, all so they can erode organic integrity to make it easier for them to make more money by selling their watered down organic goods at WalMart and Costco.

This same plan is connected to their efforts to undermine the GMO labeling movement, since the number one reason people say they eat organic is to avoid GMOs and pesticides. If a GMO label starts showing up on food products, many corporate organic elite insiders fear that sales of organic food would go down dramatically.

Many corporate organic CEOs don't care about GMOs or labeling. If they did, they would have been talking about it for decades. It's been a dirty secret in the organic industry that labeling could hurt organic sales, which is why after first being introduced in our food supply, the corporate organic industry did not take any action until 2011, when contamination became a possible threat to organic dairy, one of the most profitable segments of the industry.

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Hirshberg, Organic Trade Association Attacking Non-GMO Project Label because They Want Organic as Only Viable Non-GMO Alternative

Right now the Organic Trade Association is working behind the scenes to try to get organic companies to remove the Non-GMO Project seal because they believe it is undermining Organic's value in the marketplace since sales of Non-GMO Project verified food products have skyrocketed in the past two year since Prop 37.

Why is the Organic Trade Association trashing the Non-GMO Project label?

Because sales of Non-GMO project verified foods are increasing faster than sales of organic food at places like Whole Foods and co-ops across the country, thanks in large part to the ballot initiative fights being led by grassroots activists and a handful of small organic companies.

You might find it an odd coincidence, but Stonyfield and Organic Valley do not have the Non-GMO Verified label on their products. And now, the OTA is going after the Non-GMO Project label? How is this incestuous overlap on these organic boards leading to collusion?

Hirshberg's Dark Alliance! What Does Hirshberg "AGree" with Monsanto and the Gates and Rockefeller Foundations About?

You might think setting up a non-profit with your corporate organic sellout friends, who happen to be among the largest corporate owned organic companies that undermine organic integrity for the past decade is not a big deal.

But another new front group that Hirshberg serves on as a "co-chair", named AGree, is a massive threat to the organic movement.

Hirshberg's connections to Michael Taylor and Tom Vilsack are almost tame compared to his involvement with another corporate agribusiness front group called AGree. AGree launched in the spring of 2011 and is controlled by former Monsanto and Solutia board member, William Ruckelshaus and Gordon Conway, who promoted GMOs for more than a decade at the Rockefeller foundation.

As one of the "co-chairs" of the new organization, Hirshberg is collaborating with a rogues gallery of former top USDA, USAID officials that have a history of promoting GMOs and industrial agriculture, but now want to create a policy based decision "framework" making process to "address" challenges in agriculture for the future.

Not surprising, AGree is fully funded by the Billionaire pro GMO, pro industrial farming monoculture globalist foundations, including the Bill & Melinda Gates Foundation, Rockefeller Foundation and The Walton Family Foundation, led by the heirs of the WalMart fortune.

AGree is an industrial agricultural policy front group controlled by the most powerful foundations in the world, including:

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- The Bill and Melinda Gates Foundation, a rabid promoter of Monsanto and genetically engineered foods,
- The Rockefeller Foundation, the originator of the so-called “Green Revolution” and a promoter of GMO “Golden Rice” and behind the scenes advocate for GMOs
- The Walton Foundation: Set up by the heirs of WalMart founder Sam Walton, they have made billions selling unlabeled GMOs to millions of unwitting Americans.

AGree Incubated at the Meridian Institute, Connected to Monsanto and Rockefeller

AGree is incubated within the Meridian Institute, which is led by two men *deeply* connected to the biotech industry, each having used their elite ties to promote Monsanto’s chemical GMO agenda around the world.

Meridian Board Members: William Ruckelshaus, Gordon Conway

William Ruckelshaus, who serves as Chairman for the Meridian Institute, previously served as the first administrator of the EPA under Richard Nixon, where he banned DDT. Ruckelshaus later went on to serve as acting director of the FBI and named deputy attorney general and then once again at the EPA.

According to [SourceWatch](#), Ruckelshaus set up shop and started working with chemical corporations, to undermine basic safety regulations related to Superfund sites, including Monsanto, DuPont and Union Carbide. Eventually, Ruckelshaus served on the boards of Monsanto, and Monsanto spin-offs Solutia and Pharmacia.

“After his second stint at the agency he formed a consulting firm called [William D. Ruckelshaus Associates](#), which was then hired by the [Coalition on Superfund](#), an organization seeking to weaken the Superfund law by absolving polluters of strict legal liability for their actions. The coalition included such Superfund polluters and their insurers as [Monsanto](#), [Occidental Petroleum](#), [Alcoa](#), [Flow Chemical](#), [AT&T](#), [du Pont](#), [Union Carbide](#), [Aetna Insurance](#), and [Travelers Insurance](#). Assisting Ruckelshaus were [Lee Thomas](#), his handpicked successor as EPA administrator, and [William Reilly](#), then head of the [Conservation Foundation](#). (Ruckelshaus and Thomas helped fund Reilly’s organization to produce studies in support of the coalition’s position.)”

Ruckelshaus bio includes Strategic Director, Madrona Venture Group and Madrona Investment Group, L.L.C. Currently, Mr. Ruckelshaus serves as a director of several corporations, including Monsanto, Pharmacia Corporation, Solutia, Inc., Cummins Engine Company, Nordstrom, Inc. and Weyerhaeuser Company.

Solutia: For those who don’t remember, [Solutia](#) was formed on September 1, 1997, as a [divestiture](#) of the [Monsanto Company](#)’s chemical business in an effort to shield the St. Louis based company from [Monsanto’s outrageous pollution](#) of the residents of Anniston, Alabama with massive amounts of cancer-causing PCBs. Monsanto executives and scientists had known for years about the toxic effects of PCBs, which were produced at a Monsanto factory from the 1930s through the 1970s, but hid the damning scientific evidence from both the federal government and local residents.

On August 21, 2003, a [federal court fined](#) Monsanto and Solutia \$700 million in a legal settlement in favor of more than 20,000 plaintiffs in federal and state trials

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over PCB pollution in Anniston for the chemical contamination of their community, homes and local environmental, which led to a host of deadly illnesses. Residents of Anniston were awarded compensation based on level of PCBs found in their blood, property damage and personal injury.

In response, Solutia filed for [bankruptcy](#) on December 17, 2003.

Pharmacia:

In 2000, Former Monsanto merged with Pharmacia & Upjohn Company to form a new corporation, Pharmacia Corporation (Pharmacia), which then transferred its agricultural operations to a newly created subsidiary, named Monsanto Company (New Monsanto). Pharmacia was acquired by Pfizer in 2003 and is now a wholly owned subsidiary of Pfizer.

In connection with the spin-off completed in 2002, New Monsanto agreed to indemnify Pharmacia for, all liabilities related to Monsanto's former agricultural business. Monsanto's brief foray into pharmaceuticals has led to more than one crack on the Internet that Monsanto grows food to create customers for its drug business to form a perfect closed loop business model from cradle to grave.

Miraculously, William Ruckelshaus served on the board of Monsanto, Solutia and Pharmacia. It would be curious what advice the former EPA commissioner gave Monsanto to indemnify itself from decades of toxic pollution. Most likely, Gary Hirshberg and Groupe Danone already know.

The Rockefellers' Golden Goose: Gordon Conway GMO Evangelist for the Global Elite

Fellow Meridian Board Member Gordon Conway:

According to the bio listed on AGree's website, Gordon Conway "is an agricultural ecologist and former President of the Royal Geographical Society. He is currently Professor of International Development at Imperial College and Director of Agriculture for Impact, a grant funded by the Bill & Melinda Gates Foundation, which focuses on European support of agricultural development in Africa."

For those unfamiliar with Gordon Conway's work, his current promotion of GMOs in Africa is a continuation of his work as the former President of the Rockefeller Foundation, where he promoted GMO Golden Rice and GMOs across the globe.

In his latest work, Hirshberg's boss and new friend Gordon Conway is advocating for the use of *genetic engineering to be allowed in organic agriculture!*

In [a 2010 interview](#), Conway opines of his fantasy world that combines GMOs and organic food production:

"Farmers, Conway said, should use the best aspects of organic methods and GM technology to maximize yields while limiting damage to ecosystems..."

"What frustrates me is there is a real potential for combining GM technology and organic approaches," said Professor Conway, who stepped

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down last year as chief scientific adviser to the Department for International Development. “To say that is probably heretical, but there would be real benefits if we got over this notion that GM is somehow not organic.”

Apparently the heresy isn't so great that Conway can't complete his Orwellian fantasy, where 40 years from now he believes organics and GMOs will be compatible.

“I think we are going to end up in a very interesting hybrid world in which we choose the technology because it is appropriate, not because of where it has come from. And 2050 will be like that: it will not be completely high-technology, and it will not be a completely back-to-nature world,” said Conway.

Conway believes the world will starve if organic farmers don't allow genetic engineering into organic food production.

Can't Monsanto and Corporate Organic All Get Along?

Admittedly this is a bleak future to imagine, but Gary Hirshberg and his fellow AGree co-chairs are currently working together to create an AGreeable future, where possibly we can all get along. You know, contaminate the organic food supply with Monsanto spliced-genes and now everything is fine!

Is that the future you were dreaming of for your family's organic food?

So let's take a quick look at who are the four horsemen, we mean, co-chairs of coming AGree agricultural apocalypse?

According to its website, AGree is led by four co-chairs, including:

1. Dan Glickman - former USDA Secretary of Agriculture, who helped lead the Monsanto deregulation charge under President Bill Clinton.
2. Jim Mosley - former USDA Deputy Secretary, who was appointed to the USDA for his corrupt promotion of factory farms for the National Pork Producers Council.
3. Emmy Simmons - an agribusiness lifer who spent 30 years with the U.S. Agency for International Development (USAID) that promotes GMOs
and organic straw man:
4. Gary Hirshberg - co-founder, CEO Stonyfield yogurt, Just Label It

Interesting collaboration strategy to appoint as co-chairs, careerist promoters of industrial, GMO and factory farm agriculture – and CEO of a tiny organic yogurt company (that happens to be owned by an international food conglomerate).

What is Gary Hirshberg's real agenda as co-chair of AGree?

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Does AGree want GMOs to be labeled or the GMO Labeling Movement to just go away?

AGree members work to “reflect the intense deliberation that has gone into developing consensus recommendations and strategies,” as [Hirshberg was recently quoted](#) in a recent AGree press release.

Exactly what are the AGree “consensus recommendations and strategies” on GMO labeling and the future contamination of organic food by genetically engineered crops? Is there an AGreement that’s already been reached in secret chambers in Washington DC on organic contamination or “coexistence” as Monsanto calls it that we don’t yet know about?

Are we supposed to all AGree with some consensus manufactured behind the scenes?

Some of this could be explained further in a number recent consensus [“point-of-view papers”](#) released by AGree on, ironically, September 11, 2014.

AGree consensus is manufactured from a wide set of collaborators and co-conspirators, but managed publicly by its co-chairs. According to recent press releases from AGree, consensus is being manufactured while we await the results of the latest GMO labeling campaigns.

“Through substantial engagement and dialogue across a wide variety of interests, AGree has achieved consensus. We offer a compelling vision for the future of food and agriculture in the U.S. and around the world, as well as a range of strategies and recommendations to achieve it,” said Dan Glickman, AGree Co-Chair and former U.S. Secretary of Agriculture.

“Our intent from the outset has been to affect change,” said AGree Co-Chair and Chairman of Stonyfield Farm, Inc., Gary Hirshberg. “With far reaching recommendations in hand, we are forging partnerships to ensure a 21st century food system that can meet demand for affordable and nutritious food into the future and make healthy food available and accessible to all.”

Not surprising, these consensus led “point-of-view papers” are being written by “stakeholders” with the usual industrial ag background that has largely dominated the food and agriculture landscape.

In one of the papers, which covers [agriculture conservation](#), the authors just happen to have the type of pasts that should send organic consumers screaming in outrage over this blatant sellout.

Titled, “Working Lands Conservation Cooperatives: A Producer-Led Approach to Achieving Healthy Agricultural Landscapes”, the paper is written by a former director of the American Soybean Board, a past President of the National Corn Growers Association and a former USDA Deputy Secretary of Agriculture.

Just what do these former leaders of the American Soybean Board and the National Corn Growers Association have in common?

Well, they just so happen to be the single largest commodity groups in the U.S., regularly promoting Monsanto’s genetically engineered products to America’s farmers and the public. According to the USDA, an estimated 93 percent of soybeans and 88 percent of corn grown in the United States are genetically engineered.

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Do you think these authors and career GMO promoters support GMO labeling?



Smoking Gun of Corporate Organic Intent for GMO Labeling – Make it Voluntary!

What consensus is Hirshberg working on there?

According to a recent *LA Times* editorial, the organic elite accidentally exposed themselves.

You might be surprised that last year, on December 19, 2013, Hirshberg's fellow AGree co-chair, former USDA Ag Secretary Dan Glickman co-wrote an editorial with [recently resigned](#) USDA Deputy Secretary Kathleen Merrigan from the Obama administration that all but proves there is some behind the scenes collaboration between high ranking industrial ag bureaucrats and high ranking corporate organic officials to undermine mandatory GMO labeling.

Rather than have a strong mandatory federal GMO labeling standard that all the grassroots groups and activists in the U.S. are working towards, in Washington DC corporate organic forces are already getting ready to “settle” for a simple voluntary standard that would allow organic food producers to label their products “GMO-free”.

According to AGree co-chair Dan Glickman and former USDA Deputy Secretary Kathleen Merrigan, they believe that “**much of the energy around GMO food labeling would dissipate if the federal government** honored the original deal we struck” while they both worked together at the USDA under the Clinton administration.

Yes Dan Glickman and Merrigan helped write the National Organic Standards, and now they want to undermine GMO labeling laws. Merrigan is [on record](#) for not being against GMOs and Glickman as former USDA Secretary helped keep the door wide open to Monsanto under Bill Clinton.

“We believe that **much of the energy around GMO food labeling would dissipate if the federal government** honored the original deal we struck on organic food and **allowed producers to label their products as GMO-free.**” [Dan Glickman, Kathleen Merrigan, LA Times December 19, 2013](#)

<http://articles.latimes.com/2013/dec/19/opinion/la-oe-glickman-organic-gmo-foods-20131219>

Seriously folks, is the GMO labeling movement going to just roll over and AGree with that?

Are we ready to settle for a voluntary labeling standard? Something without teeth, but that leaves all the bases covered for food manufacturers.

Do you want your organic food to contain a meaningless label that says “GMO-free”?

In case you didn't already know this, according to already existing USDA organic standards, all organic food does not contain GMOs since they are expressly forbidden from organic production.

So how does getting a “GMO-free” label on organic food resolve the fact that giant chemical companies have already rigged the rules against us to deny Americans the right to have a label on their food if it's genetically engineered? It doesn't.

But do you know what it does do? This secret AGreement puts the single fastest growing food label in the United States, and perhaps the world, squarely on all organic food products.

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Whole Foods has said that the Non-GMO Project verified label increases sales of products on their shelves from 15 to 30 percent!

Don't you think that's the kind of growth that corporate organic is looking for? Especially when they're working behind the scenes to undermine basic organic standards. After all, who would buy watered down corporate organic products, except to avoid GMOs?

What do you think they'd be willing to do to achieve it? No, you don't think they'd sell out 93 percent of the American public that wants GMO labeling, do you?

This is what Gary Hirshberg and his corporate organic friends have been negotiating behind the scenes in Washington DC along with their former GMA Chief lobbyist and VP of Federal Affairs Scott Faber. It's tragic, but it's true. This is the frightening story that The Organic Spies has uncovered the past three years. Silence is no longer an option.

We're calling for an immediate and permanent boycott of all corporate organic foods from the companies that are listed on the Just Label It board. From now until we in the United States win strong mandatory labeling of genetically engineered foods.

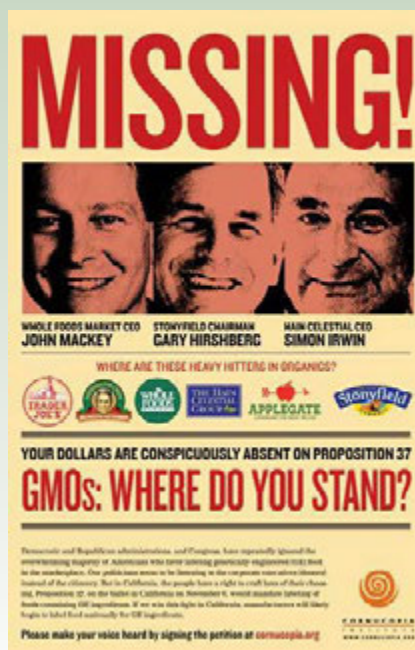
There's just no way around it. Gary Hirshberg and his corporate organic millionaire friends have to be exposed.

Please share this report with everyone that you know. The future of our movement depends on it.

Stay Tuned For New Scandals Involving Gary Hirshberg, Scott Faber And Just Label It

In the coming weeks, we will launch a second report about Gary Hirshberg, Scott Faber and the corporate organic crooks sabotaging our future.

Rogue's Gallery: Still Wanted, Two Years Later



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