

## Traitor Brands

While I cannot list all of them here, some of the 50 "natural" and/or organic Traitor Brands targeted by this boycott include those listed below. The reason for not focusing the boycott on the conventional parent companies is because pro-organic health-conscious consumers rarely buy Coca-Cola, Diet Pepsi, or sugary breakfast cereals to begin with. The only way to really put pressure on these parent companies is by avoiding the brands they market to organic consumers; the brands you actually typically buy.

"Let's be clear. Junk Food and beverage companies who are members of the GMA are gobbling up organic and 'natural' brands because they recognize the huge profit potential in the fast-growing organic and natural markets. They want our business. If we stop buying their brands, they know there's a good chance we'll find alternative brands. And we might never look back," Cummins writes.

For more information additional article excerpts are shown below the chart.

<b>Natural/Organic Traitor Brand</b>	<b>Owned By/Parent company</b>
<b>IZZE</b>	<i>PepsiCo</i>
<b>Naked Juice</b>	<i>PepsiCo</i>
<b>Simply Frito-Lay</b>	<i>PepsiCo</i>
<b>Starbucks Frappuccino</b>	<i>PepsiCo</i>
<b>Honest Tea</b>	<i>Coca-Cola</i>
<b>Odwalla</b>	<i>Coca-Cola</i>
<b>Gerber Organic</b>	<i>Nestle</i>
<b>Sweet Leaf tea</b>	<i>Nestle</i>
<b>Boca Burgers</b>	<i>Kraft/Mondelez</i>
<b>Green and Black's</b>	<i>Kraft/Mondelez</i>
<b>Cascadian Farm</b>	<i>General Mills</i>
<b>Larabar</b>	<i>General Mills</i>
<b>Muir Glen</b>	<i>General Mills</i>
<b>Alexia</b>	<i>ConAgra</i>
<b>Pam organic cooking sprays</b>	<i>ConAgra</i>
<b>Bear Naked</b>	<i>Kelloggs</i>
<b>Gardenburger</b>	<i>Kelloggs</i>
<b>Kashi</b>	<i>Kelloggs</i>
<b>Morningstar Farms</b>	<i>Kelloggs</i>
<b>Plum Organics</b>	<i>Campbells</i>
<b>Wolfgang Puck organic soups</b>	<i>Campbells</i>
<b>RW Knudsen</b>	<i>Smuckers</i>
<b>Santa Cruz Organic</b>	<i>Smuckers</i>
<b>Smuckers Organic</b>	<i>Smuckers</i>
<b>Dagoba</b>	<i>Hersheys</i>
<b>Earthgrain bread</b>	<i>Bimbo Bakeries</i>
<b>Simply Asia</b>	<i>McCormick</i>
<b>Thai Kitchen</b>	<i>McCormick</i>

In addition to not buying Traitor Brand foods or beverages (even if they're certified organic), here are nine ways you can take power back from the corporate bullies that make up the Grocery Manufacturers Association:

Stop buying all non-organic processed foods. Instead, build your diet around whole, unprocessed foods, especially raw fruits and vegetables, and healthy fats from coconut oil, avocados, organic pastured meat, dairy and eggs, and raw nuts

Buy most of your foods from your local farmer's market and/or organic farm

Cook most or all your meals at home using whole, organic ingredients

Frequent restaurants that serve organic, cooked-from-scratch, local food. Many restaurants, especially chain restaurants (Chipotle is a rare exception), use processed foods made by GMA members for their meals

Buy only heirloom, open-pollinated, and/or organic seeds for your garden. This includes both decorative plants and edibles

Boycott all lawn and garden chemicals (fertilizers, pesticides, etc.) unless they are "OMRI Approved," which means they are allowed in organic production. If you use a lawn service, make sure they're using OMRI Approved products as well

Become an avid label reader. If a GMA member company owns the product, no matter what it is, don't buy it

Download the Buycott app for your smartphone, which allows you to scan products to find out if they're part of the boycott before you buy them

Join the Organic Consumers Association's new campaign, "Buy Organic Brands that Support Your Right to Know"

## **Starbucks Supports Pro-GMO Company**

Starbucks has an image of being a socially responsible, environmentally friendly company. In 2013, 95 percent of their coffee was ethically sourced, and their goal is to reach 100 percent by 2015.<sup>1</sup>

Other goals include reducing water consumption by 25 percent in their company-operated stores by 2015<sup>2</sup> and mobilizing their employees and customers to contribute 1 million hours of community service per year.<sup>3</sup>

They even removed all the high fructose corn syrup and artificial trans fats, flavors, and dyes from their entire menu... so the news that this forward-thinking company might be supporting Monsanto, the

world leader in genetically modified (GM) crops and seeds, in their bid to block a GMO labeling bill in Vermont might seem strange.

Is Starbucks really in cahoots with Monsanto? Are they really trying to keep you in the dark about what kinds of genetically modified ingredients are in your food and beverages? Absolutely, albeit by proxy.

It Started with Vermont's Historic GMO Labeling Bill...

On April 16, 2014, the Vermont Senate passed the first no-strings-attached GMO labeling bill (H.112) by an overwhelming margin—28-2. The bill sailed through a House/Senate conference committee and was approved by the House of Representatives on April 23.

On May 8, Governor Peter Shumlin signed the historic bill into law, which will require any genetically modified food sold in Vermont to be labeled by July 1, 2016.<sup>4</sup> Foods containing GM ingredients would also not be allowed to be labeled "natural."

Though the bill was passed in Vermont, it has wide-reaching implications for GMOs in the US. As noted by Ronnie Cummins in the Huffington Post:<sup>5</sup>

"Strictly speaking, Vermont's H.112 applies only to Vermont. But it will have the same impact on the marketplace as a federal law.

Because national food and beverage companies and supermarkets will not likely risk the ire of their customers by admitting that many of the foods and brands they are selling in Vermont are genetically engineered, and deceptively labeled as 'natural' or 'all natural' while simultaneously trying to conceal this fact in the other 49 states and North American markets.

As a seed executive for Monsanto admitted 20 years ago, 'If you put a label on genetically engineered food you might as well put a skull and crossbones on it.'"

Monsanto and GMA Sued Vermont to Overturn GMO-Labeling Bill

Long before the bill passed through the legislative branches, Monsanto and the Grocery Manufacturers Association (GMA) had openly threatened to sue, should Vermont pass such a law.

As promised, GMA (along with the Snack Food Association, the International Dairy Foods Association, and the National Association of Manufacturers) filed the lawsuit in federal court on June 13, trying to challenge the law's constitutionality.

To date, 60 other countries have either banned GMOs or require mandatory labeling on foods that contain them, but the GMA is upset that US consumers might soon be able to distinguish between the foods that contain GM ingredients and those that do not.

Vermont estimated that eight out of ten foods at grocery stores would be affected by the new labeling requirement.<sup>6</sup> As Cummins said, the lawsuit is an attempt to intimidate other states considering similar GMO labeling laws.

The GMA is also pushing a bill in Congress that would preempt all states from passing GMO labeling laws -- the "Safe and Accurate Food Labeling Act of 2014," dubbed "DARK" (Denying Americans the right to know) Act. Cummins told the Burlington Free Press:<sup>7</sup>

"Every U.S. citizen should be concerned when a multi-billion dollar corporate lobbying group sues in federal court to overturn a state's right to govern for the health and safety of its citizens."

## **The Great Boycott Is Here**

The insanity has gone far enough. It's time to unite and fight back, which is why I encourage you to vote with your wallet and boycott every single product owned by members of the Grocery Manufacturers Association (GMA), considering the fact that it consists primarily of pesticide producers and junk food manufacturers who are going to great lengths to violate some of your most basic rights.

This is just to ensure that subsidized, genetically engineered and chemical-dependent, highly processed junk food remains the status quo. This includes both natural and organic brands. You can start by using the list in the table below. The recent GM labeling victory in Vermont clearly shows that we have the power to incite great change. In this case, you can help change the food system by taking decisive action with your food dollars.

"We flood their Facebook pages, tarnish their brand names. We pressure financial institutions, pension funds and mutual funds to divest from Monsanto and the other GMA companies. Our motto for Monsanto and GMA products must become: Don't buy them. Don't sell them. Don't grow them. And don't let your financial institution, university, church, labor union or pension fund invest in them," Ronnie Cummins of the Organic Consumers Association (OCA) writes.<sup>9</sup>

"As soon as the GMA files a lawsuit against Vermont, the Organic Consumers Association, joined by a growing coalition of public interest groups, will launch a boycott and divestment campaign directed against all of the 300 GMA companies and their thousands of brand name products—including foods, beverages, seeds, home and garden supplies, pet food, herbicides and pesticides."

So far, between 2012 and 2014, Monsanto and the GMA have successfully blocked GMO labeling legislation in over 30 states, at a price tag of more than \$100 million! These funds were received from the 300+ members of the GMA, which include chemical/pesticide, GE seed, processed food industries... and Starbucks! Together, these industries are working in a symbiotic fashion to grow, subsidize, and manufacture foods that have been clearly linked to growing obesity and chronic disease epidemics. As noted by Ronnie Cummins:

"Until now the GMA colossus has ruled, not only in Washington DC, but in all 50 states. But now that Vermont has passed a trigger-free GMO labeling law, and Oregon is poised to do the same in November, the balance of power has shifted. Monsanto, the GMA and their allies are in panic mode. Because they know that when companies are forced to label or remove GMOs, and also are forced to drop the fraudulent practice of labeling GE-tainted foods as 'natural' or 'all natural,' in one state, they will have to

do it in every state. Just as they've been forced to do in Europe, where mandatory GMO labeling has been in effect since 1997."

**This is an excerpt from an article brought to you by Dr. Mercola.**