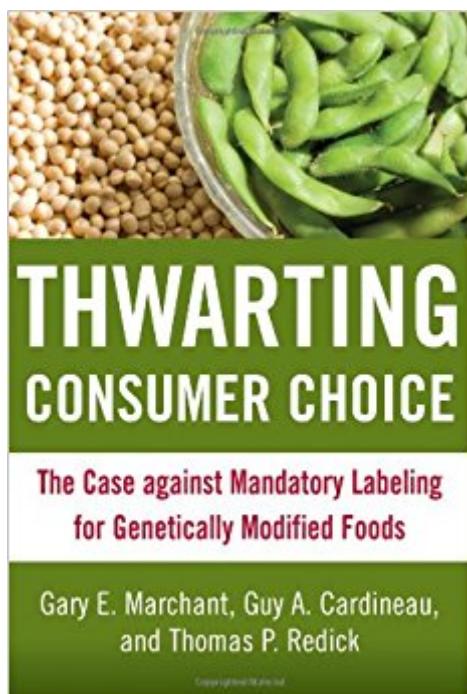


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# Thwarting Consumer Choice: The Case Against Mandatory Labeling For Genetically Modified Foods



## Synopsis

Are consumers entitled to full disclosure about what is in their food? Many countries, including key U.S. trading partners in Europe and Asia, have adopted mandatory labeling laws for genetically modified crops such as corn and soybeans. Policymakers in the United States are under pressure from activist groups to adopt similar laws, and some public opinion polls suggest that 90 percent of Americans support mandatory GM labeling. But does GM labeling really protect consumers? In *Thwarting Consumer Choice*, Gary E. Marchant, Guy A. Cardineau, and Thomas P. Redick contend that mandatory GM labeling laws actually harm consumers by pushing genetically modified foods off the market. Although proponents of mandatory labeling often question the safety of genetically modified foods, the National Academy of Sciences and other leading research institutions agree that "GM foods present no unique risks, or greater risks than non-GM foods." Genetically modified foods are not only safe, but abundant and inexpensive. Because they require less use of pesticides and fewer acres of land than conventional crops, they do not overtax the environment. Future innovations could produce GM foods with increased vitamin levels and reduced fat content. Despite these vast benefits, the GM food industry is threatened by labeling requirements that are burdensome, expensive, and stigmatizing. Mandatory labeling would deter investment in this burgeoning biotechnology and deprive the public of important innovations. Ultimately, the authors conclude, GM labeling laws are antithetical to the notion of consumer choice.

## Book Information

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## Customer Reviews

Gary E. Marchant, Thomas P. Redick and Guy A. Cardineau (two lawyers and a biotechnologist, respectively) stand against mandatory labeling requirements for genetically modified foods. In this slim volume, published by the American Enterprise Institute for Public Policy Research, the authors argue that while GM labeling is designed to give consumers more choice at the grocery store, the law will actually harm consumers by pushing such foods off the shelves....It provides interesting food for thought. (The Review of Higher Education, June 2010)

Gary E. Marchant is Lincoln Professor of Emerging Technologies, Law, and Ethics at the Sandra Day O'Connor College of Law at Arizona State University. Guy A. Cardineau is the Associated Students of Arizona State University Centennial Professor at the Sandra Day O'Connor College of Law at Arizona State University. Thomas P. Redick is the principal attorney in the Global Environmental Ethics Counsel.

I bought the book for my debate in English class. The book was not thick. But it has enough information. That was so helpful for me.

Fewer issues in the debate surrounding food and agriculture have suffered more from from misinformation and propaganda than the issue of mandatory labeling of transgenic foods. The authors skillfully lift the lid off the container of myth and misinformation. Consumers deserve real information and real choices, not bumper sticker warning labels designed for the express purpose of scaring them off. Similarly, developing countries deserve the right to determine without propaganda swaying their decisions regarding transgenic agriculture.

This book is propaganda at it's finest! GMO's are destroying our agriculture! The bees are dying at alarming rates because of pesticides and GMO's. If the bees go extinct, we as a human race have about 4 years to live on this planet. That's a quote from Einstein by the way.

We all know gmos are dangerous. (If you are ignorant of this, do a little research)It kills the animals they test on yet the fda says it safe.All other countries but ours labels it, now why is that people? This book is obviously chock full of bs and would be an enormous waste of time

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