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Subject: Gov. Shumlin Urges Vermonters to Tell America #WeLabeledGMOs

For Immediate Release

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Gov. Shumlin Urges Vermonters to Tell America #WeLabeledGMOs

Montpelier – On the day that Vermont’s first-in-the-nation GMO labeling law goes into effect, Gov. Peter Shumlin urged supporters to take to social media to show the rest of America how common sense labeling can work. The Governor also urged supporters nationwide to urge Congress to abandon its efforts to undermine Vermont’s law.

As the GMO labeling law starts to get implemented over the coming months, the Governor is urging Vermonters to post pictures to social media of labeled products using the hashtag #WeLabeledGMOs. Already, companies such as Mars, Kellogg’s, and Campbell’s Soup have started labeling products.

“Let’s show the rest of America that giving consumers the right to know what is in their food isn’t that hard or scary, it’s simply the right thing to do,” Gov. Shumlin said. “As you see products on the shelves, use social media to show others how #WeLabeledGMOs. Vermont is joining the rest of the world in requiring this common sense consumer right. It’s time for the rest of America to join us.”

The Governor today also urged supporters to call on Congress to halt efforts to undermine Vermont’s GMO labeling law with the flawed compromise currently being considered in the Senate. Vermont’s Congressional Delegation – Sen. Patrick Leahy, Sen. Bernie Sanders, and Rep. Peter Welch – is taking the lead in fighting to protect Vermont’s law.

“Vermont’s delegation has our backs in Congress but they can’t do it alone. We need to call on other members of the Senate to kill the flawed bill that will keep consumers in the dark when it comes to your right to know,” the Governor said.

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