

**Kraft Foods Shareholder Meeting Question**  
**Justin Danhof, Esq.**  
**General Counsel and Free Enterprise Project Director**  
**The National Center for Public Policy Research**  
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I'm Justin Danhof of the National Center for Public Policy Research, a free-market think-tank, representing shareholder Amy Ridenour, who is chairman of our think-tank. Thank you for the opportunity to talk with you today.

I want to talk to you about a policy debate that is a great importance to the company and that could have a profound impact on Kraft's product pricing and shareholder value – the use and labeling of genetically modified food ingredients or GMOs.

Kraft's website has a straightforward common sense statement about GMOs, noting that "[t]he use of genetically modified (GM) ingredients is not only safe for people and our planet, but also has a number of important benefits."<sup>1</sup> A statement on a company website is fine, but corporate websites are not where public policy debates are won or lost. The company must do more to directly speak to the American public.

The anti-GMO attacks come from Americans who have likely never missed a meal in their lives. Their campaigns against GMOs are unscientific, fear-based and inhumane, but they are winning. In fact, one ABC News poll showed that 93 percent of Americans think the federal government should mandate GMO labeling – a tactic they hope will elevate GMOs with taboo products such as tobacco and alcohol.<sup>2</sup>

A recent article from *Long Island Newsday* about a bipartisan effort in the New York state legislature to pass a GMO-labeling bill highlights the company's need to do more. The reporter quoted the bill's sponsors and also cited the Consumers Union, the Sierra Club and the Organic Farming Association as all supporting the bill for seemingly common sense reasons.<sup>3</sup> Of Kraft, it was only noted that it opposed the bill. Now maybe the reporter is biased and maybe he didn't reach out to the company for a comment, but this is reflective of the narrative over GMOs.

Might I suggest that when an article like this is written, the company tweet the author and the paper's editor, link to facts about GMOs and why the company supports them. Perhaps issue a press release and make the company's food scientists available to talk radio. Take questions from callers who have concerns and explain the issues and directly engage with consumers. Explain how much GMO labeling laws would increase food prices, explain the environmental benefits of GMOs and explain the potential life-saving benefits they hold for third-world consumers. I don't need to tell you or your food experts all the benefits of GMOs, but we firmly believe it would be strongly in the company's best interest – and the public's best interest – if Kraft stepped up its efforts to educate the American public about them.

So what do you think about confronting false or incomplete stories when they appear in the press and making your experts available to the news media and the public on these topics?

*Contact:*

*David Almasi at (202) 543-4110 x11 or (703) 568-4727 (text-enabled) or [dalmasi@nationalcenter.org](mailto:dalmasi@nationalcenter.org)*

*Judy Kent at (703) 759-7476 or [jkent@nationalcenter.org](mailto:jkent@nationalcenter.org)*

*The National Center for Public Policy Research*

*501 Capitol Court NE*

*Washington DC 20002*

*(202) 543-4110*

*[www.nationalcenter.org](http://www.nationalcenter.org)*

*[www.conservativeblog.org](http://www.conservativeblog.org)*

*@NationalCenter*

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<sup>1</sup> <http://www.kraftfoodsgroup.com/deliciousworld/food-safety-quality/biotech.aspx>

<sup>2</sup> <http://abcnews.go.com/Technology/story?id=97567&page=1#.USu1Rt1n2NU.blogger>

<sup>3</sup> <http://www.newsday.com/long-island/politics/spin-cycle-newsday-blogs-long-island-new-york-national-politics-1.812042/ny-bill-would-force-labeling-of-genetically-engineered-food-1.7899945>