

**Pepsi Shareholder Meeting Question**  
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I'm Justin Danhof, representing the National Center for Public Policy Research, a free-market think-tank and a company shareholder.

Ms. Nooyi, when faced with progressive scare tactics, corporate America often remains tepid, unwilling to challenge activists seeking to distort the truth and tear down public companies. For example, using unreliable modeling on global temperatures, activists have for years attacked the coal industry. The coal industry remained meek. The result is closed mines and higher energy prices that disproportionately hurt poor Americans. And, over the last few years, more than 50 corporations – including Pepsi – dropped membership in the American Legislative Exchange Council after an organized left-wing campaign to portray the organization's perfectly mainstream, pro-economic growth initiatives were somehow racist.<sup>1</sup>

Now, again, corporate America is under attack. The target this time is GMOs.

Despite the fact that GMOs are mainstream agriculture, GMOs feed people more efficiently, GMO crops are more environment-friendly than conventional crops and numerous scientific bodies have determined that GMO foods are safe – including the National Academy of Sciences, the American Association for the Advancement of Science, the American Medical Association, the Royal Society of Medicine and the World Health Organization, progressive activists still attack companies such as Pepsi for using GMOs in some of its products.

*Scientific American* recently reported that the delayed application of Vitamin A-enhanced Golden Rice thanks to controversies stirred by anti-GMO activists had cost over 1.4 million life years in India alone since 2002.<sup>2</sup> This is real human suffering and death. And it is children who too often suffer the most.

The anti-GMO attacks come from Americans and western Europeans 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 – yet mandatory labeling is a tactic employed by the left to unfairly associate GMOs with tobacco and alcohol.<sup>3</sup> And the Vermont state senate just voted overwhelmingly to require similar GMO labeling.<sup>4</sup>

The business community must stand up to this type of fear-mongering.

Would you consider making your company's health scientists, nutrition specialists and you yourself, Ms. Nooyi, available to the American and international media to combat the unscientific activists and stand up for the promise of GMOs?

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<sup>1</sup>[http://www.sourcewatch.org/index.php/Corporations that Have Cut Ties to ALEC](http://www.sourcewatch.org/index.php/Corporations%20that%20Have%20Cut%20Ties%20to%20ALEC)

<sup>2</sup> <http://blogs.scientificamerican.com/guest-blog/2014/03/15/golden-rice-opponents-should-be-held-accountable-for-health-problems-linked-to-vitamin-a-deficiency/>

<sup>3</sup><http://abcnews.go.com/Technology/story?id=97567&page=1#.USu1Rt1n2NU.blogger>

<sup>4</sup><http://www.burlingtonfreepress.com/story/news/politics/2014/04/15/vermont-senate-votes-26-2-for-gmo-labeling/7739819/>