

*March 15, 2016*

The Honorable Mitch McConnell  
Majority Leader  
United States Senate

The Honorable Harry Reid  
Minority Leader  
United States Seante

## **125 CEOs Oppose Bill That Would Deny Consumers the Right to Know**

Leader McConnell, Minority Leader Reid and Members of the United States Senate:

On July 20th, 2015, 125 CEOs wrote to the House of Representatives urging members to oppose the DARK Act, which would deny Americans the right to know whether their food contains genetically modified ingredients.

On behalf of more than 125 CEOs, representing millions of customers across the country, I write to strongly oppose legislation filed on March 14th that would similarly deny consumers the right to know what it is in their food and how it is grown.

Nine out of ten American consumers consistently report they want the right to know what's in their food and how it's grown — a right already held by consumers in 64 countries. Yet some food companies continue to push for legislation that would preempt state laws that require disclosure of genetically modified organisms (GMOs) in food.

The bill filed by Chairman Roberts would not only preempt states from requiring labeling of GMO foods, it would continue the current, broken voluntary labeling standard by allowing companies to make voluntary disclosures through toll-free numbers and web sites, make it harder for companies like Campbell's Soup to voluntarily disclose the presence of GMOs and continue to leave consumers in the dark about the foods there are buying and feeding their families.

Therefore, I urge the United States Senate to support the consumer's right to know and oppose the DARK Act.

Sincerely,



Gary Hirshberg,  
Chairman Stonyfield Farm  
Chairman, Just Label It

July 20, 2015

Dear Representative:

We urge you to oppose H.R. 1599, which would deny Americans the right to know whether their food contains genetically modified food ingredients.

National polls show that nine out of ten Americans want the right know if their food contains GMOs. Regardless of age, income, education level or even party affiliation, Americans want the right to know what is in their food and how it was produced – the same right held by citizens in 64 other nations.

As business leaders, we hope that you will reject H.R. 1599 and instead require food companies to label products that contain GMOs.

If enacted, H.R. 1599 would limit the FDA's ability to create a national GMO labeling system, weaken our broken voluntary labeling system, and block state initiatives to give citizens this basic information about their food.

Congress has long recognized that Americans should be given basic information about their food and trusted to make the right choices for their families.

We urge you to honor this longstanding tradition and to reject H.R. 1599.

Sincerely,

Andrew Abraham, Founder and CEO, Orgain Inc., CA  
José Andrés, Chef and Founder, Think Food Group, DC  
Summer Auerbach, Second Generation Owner, Rainbow Blossom Natural Food Markets, KY  
Dan Barber, Chef/Co-Owner, Blue Hill at Stone Barns, NY  
Brandon Barnholt, President and CEO, KeHE Distributors LLC, IL  
Fedele Bauccio, CEO, Bon Appétit Management, CA  
Rick Bayless, Chef/Owner, Frontera Grill, IL  
Andy and Rachel Berliner, Co-Founders, Amy's Kitchen, CA  
Trudy Bialic, Director, Public Affairs, PCC Natural Markets, WA  
Mitch Blumenthal, Founder, Global Organic Specialty Source Inc., FL  
Marco Borges, CEO, 22 Days Nutrition, FL  
Doug Brent, CEO, Made in Nature LLC, CO  
Clifford Brett Jr., CEO/Owner, Kimberton Whole Foods, PA  
Peter and Janie Brodhead, Owners, Brighter Day Natural Foods Market, GA  
David Bronner, CEO, Dr. Bronner's Inc., CA  
Michael Bronner, Founder and Chairman, UNREAL Inc., MA  
Jonas Buehl, Owner, The Crunchy Grocer, CO  
Jon Cadoux, Founder/CEO, Peak Organic Brewing Company, ME  
Yvonne Chamberlain, Owner, The Market @ Tree of Life Center, TN  
Kevin Cleary, CEO, Clif Bar & Company, CA  
Morty Cohen, CEO, Falcon Trading Company, CA  
Tom Colicchio, CEO, Craft Hospitality, NY  
Kerry Collins, CEO, Applegate Inc., NJ  
Kit Crawford, Co-Owner, Clif Bar & Company, CA  
Nicole Dawes, President, COO, Late July Organics, MA

Joel Dee, President, Edward & Sons Trading Company, CA  
Valerie Deptula, President, The Good Earth Natural Foods Co., MD  
Steve Diakowsky, President and CEO, Taste of Nature Foods Inc., CA  
Norman Dill, Owner/President, Rebecca's Natural Food, VA  
Adnan Durrani, CEO, Saffron Road Inc., CT  
Steve Ells, Chairman and CEO, Chipotle, CO  
Shane Emmett, CEO, Health Warrior, VA  
Gary Erickson, Co-Owner and Founder, Clif Bar & Company, CA  
Susie Farbin, Co-Owner, Mama Jean's Natural Market, MO  
Jerry Farrell, Owner/President, Rising Tide Natural Market, NY  
Mark Fergusson, Chief Executive Officer, Down to Earth Organic & Natural, HI  
Mike Ferry, President, Horizon Organic, CO  
John Foraker, CEO, Annie's Inc., CA  
Leonard Freeke, CEO and Founder, The Veri Soda Company, NY  
Michael Funk, Co-Founder and Chairman, United Natural Foods Inc., RI  
Robert Gerner, President, The Natural Grocery Company, CA  
Diane Gibb-Lahodny, Owner, Campbell's Nutrition, IA  
Neal Gottlieb, CEO, Three Twins Ice Cream, CA  
Gail Graham, General Manager, Mississippi Market Natural Foods Coop, MN  
Jerry Greenfield, Co-Founder, Ben & Jerry's Inc., VT  
Hitesh Hajarnavis, Founder, esSvee, Life, NJ  
Kristi Harwell, Owner/CEO, New Leaf Community Market, CA  
Ben Henderson, Owner, Bare Essentials Natural Market, NC  
Belinda Higuera, CEO, Berryvale Grocery, CA  
Gary Hirshberg, Chairman, Stonyfield Farm Inc., NH  
Roland Hoch, Vice President, Global Organics Ltd., MA  
Janie Hoffman, CEO and Founder, Mamma Chia, CA  
Stephanie Hong, CEO, Real Food Company, CA  
Steve Hughes, Founder and CEO, Boulder Brands Inc., CO  
Cheryl Hughes, Owner, The Whole Wheatery, CA  
Nicolas Jammet, Co-Founder, Sweetgreen Inc., DC  
Mindee Jeffery, Product & Standards Analyst, Good Earth Natural Foods, CA  
Blair Kellison, CEO, Traditional Medicinals, CA  
Rosanne Kiely, Owner, West Village Market & Deli, NC  
Ashley Koff, CEO, Ashley Koff RD LLC, DC  
Jesse LaFlamme, CEO, Pete and Gerry's Organic Eggs, NH  
Donna Layburn, President, Alameda Natural Grocery, CA  
Lanis LeBaron, Owner, Lupines Natural Foods, CA  
David Levine, Co-Founder and CEO, American Sustainable Business Council, DC  
Grant Lundberg, CEO, Lundberg Family Farms Inc., CA  
Susan and Maury Lyon, Owners, Cornucopia Natural Food & Fine Cheese, IL  
Rose Marcario, CEO, Patagonia Inc., CA  
Matt McLean, Founder and CEO, Uncle Matt's Organic, FL  
Danny Meyer, CEO, Union Square Hospitality Group, NY  
Paku Misra, Owner/CEO, Sunflower Natural Foods Market, NY  
Sam Mogannam, Founder and President, Bi-Rite Market, CA  
Marie Montemurro, Owner, Lovey's Natural Foods and Cafe, NC  
Rod Moyer, Co-Founder, Beverage Innovations Inc., FL  
Dean Nelson, President, Dean's Natural Food Markets, NJ  
Nell Newman, Co-Founder, Newman's Own Organics, CT  
Ted Niehaus, Owner/CEO, Naturally Organic, IL  
Michel Nischan, President/CEO, Wholesome Wave, CT

Bu Nygrens, Co-Founder and Director of Purchasing, Veritable Vegetable, CA  
Doug Obenhaus, Grocery Manager, Royal River Natural Foods, ME  
Gwyneth Paltrow, Founder and CCO, goop.com, CA  
Nick Pascoe, Owner/President, Bear Foods Natural Market & Café-Crêperie, WA  
John Pittari Jr., President, Proprietor, New Morning Market, CT  
Mark Polson, Owner/CEO, Polson's Natural Foods, IL  
Michael Potter, Chairman and President, Eden Foods, MI  
Angela Reusing, Chef-Owner, Lantern, NC  
Douglas Riboud, Co-Founder and Co-CEO, Harmless Harvest, CA  
Evan Richards, Founder, Rejuvenative Foods, CA  
Walter Robb, Co-CEO, Whole Foods Market, TX  
Maria Rodale, CEO, Rodale Press, PA  
Edouard Rollet, Co-Founder, Alter Eco Foods, CA  
Layne Rolston, Communications Director, Good Food Store, MT  
Scott Roseman, Founder and CEO, New Leaf Community Markets, CA  
Bob Scaman, President, Goodness Greeness, IL  
Mark Schoninger, Owner, Bath Natural Market, ME  
Erin Schrode, Co-Founder and Spokeswoman, Turning Green, CA  
Mathieu Senard, Co-Founder, Alter Eco Foods, CA  
Ron Shaich, CEO, Panera Bread Inc., MA  
Alan Shepherd, Owner, Rocket Market, WA  
Corinne Shindelar, CEO, Independent Natural Food Retailers Association, MN  
Ron Sjoquist, General Manager, Good Harvest Market, WI  
Robynn Shrader, CEO, National Co-op Grocers, IA  
Craig Sieben, President, Sieben Energy Associates, IL  
George Siemon, CEO, Organic Valley, WI  
Irwin D. Simon, Founder, Chairman, President and CEO, The Hain Celestial Group Inc., NY  
Jim Slama, President, Family Farmed, IL  
Joel Solomon, CEO, Joel Solomon Company, TN  
Jimbo Someck, President, Jimbo's Naturally, CA  
Tom Spier, CEO, Boulder Food Group, CO  
Steve Spinner, CEO, United Natural Foods Inc., RI  
Mark Squire, President and CEO, Good Earth Natural Foods, CA  
Adam and Debra Stark, Owners, Debra's Natural Gourmet, MA  
Arran Stephens, Co-Founder and CEO, Nature's Path Foods, WA  
Bobby Sullivan, General Manager, French Broad Food Co-op, NC  
Kelly Swette, CEO, Sweet Earth Natural Foods, CA  
Sam Talbot, Founding Executive Chef, The Surf Lodge, NY  
Shazi Visram, Founder/CEO, Happy Family Brands, NY  
Dennis Wagner, President, Rainbow Grocery Cooperative Inc., CA  
Laughing Water, Owner, Real Food Market & Deli, MT  
Bill Weiland, President and CEO, Presence Marketing, IL  
Cindy Weinfurter, Owner, The Free Market, WI  
Tim Westwell, CEO, Pukka Herbs Inc., DE  
Bill Whyte, CEO and Founder, W.S. Badger Company Inc., NH  
Stephen Williamson, CEO, Forager Project, CA  
John Wood II, Owner, The Green Grocer, RI  
Alex Young, Zingerman's Roadhouse, MI