



February 10, 2014

House Rules Committee
900 Court St., NE Room 453
Salem, OR 97301

Dear Chair Hoyle and Committee Members,

Whole Foods Market supports HB 4100, which refers mandatory labeling of food containing genetically modified organisms (GMO) to the voters for approval.

Whole Foods Market has long believed that consumers have a right to know how their food is produced. We believe that requiring labeling when food contains GMO ingredients will remove confusion for shoppers, retailers and manufacturers and allow them to make informed purchasing decisions. We want to offer our shoppers freedom of informed choice. That is why we made a commitment to transparency in labeling GMO- products in our stores by 2018.

That is also why we support HB 4100. This issue is about transparency and the consumer's right to make informed decisions. It's our hope that statewide initiatives such as this will lead to further transparency for shoppers and ultimately, to one uniform set of federal standards regarding the labeling of genetically modified foods.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe Rogoff".

Joe Rogoff
President, Pacific Northwest Region
Whole Foods Market

cc: Erin Seiler, House Rules Committee Administrator