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February 11, 2014

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

Dear Chair Hoyle and Committee Members,

LifeSource Natural Foods, an integral, vibrant member of the Salem community for twenty years, strongly supports HB 4100, which refers mandatory labeling of food containing genetically modified organisms (GMOs) to Oregon voters for approval.

If referred to voters and passed, HB 4100 would provide citizens of Oregon the right to know how their food is produced. Unlike more than 64 other countries, the US does not have a legal or regulatory framework specifically focused on oversight of GMOs. In the absence of federal regulation, Oregon and other states have a responsibility to their citizens, their environment, and their agricultural economy to require mandatory labeling of GMOs.

LifeSource Natural Foods has been a strong advocate for transparency in GMO labeling. We believe that mandatory GMO labeling would alleviate confusion for farmers, manufacturers, retailers, and shoppers. Moreover, LifeSource and the rest of the food industry have seen strong growth in sales of items voluntarily certified as non-GMO by the Non-GMO Project, and we believe that Oregon has a unique opportunity to benefit from this strong demand by passing HB 4100. We believe that the grocery industry will benefit economically from increased transparency in our food system.

The heart of HB 4100 is the consumer's right to make informed decisions. We believe that passage of this measure would lead to greater transparency for shoppers, and be an economic benefit to Oregon's grocery and food manufacturing economies.

Sincerely,

A handwritten signature in blue ink that reads "Alex Beamer".

Alex Beamer
President and General Manager
LifeSource Natural Foods

cc: Erin Seiler, House Rules Committee Administrator
cc: Shane O'Brien, House Rules Committee Assistant