

Let them know !

Health effects related to GMOs, are one of the most sensitive topics for both consumers and their elected officials. Our “in fields and plates” 2007 Joint International Campaign against GMOs coincides with the publication of Jeffrey M. Smith’s new book, which documents significant health effects from GM foods sufficient to justify a ban.

The book is “*Genetic Roulette: The documented health risks of genetically engineered foods* by Jeffrey Smith, the author of *Seeds of Deception*.” More than 30 scientists collaborated in this important book. In fact, Michael Meacher, MP, the former UK government environment minister, writes in the book’s foreword, “This is *the* authentic book on genetic modification that the world has been waiting for. . . . The book brings together, for the first time, data culled from hitherto inaccessible sources. Evidence extracted via Freedom of Information Act requests and from a trawl through of previously unexplored industry submissions and government documents throws a new light on the symbiosis between the GM industry and the regulators who are supposed to represent the public interest. The case presented is absolutely a smoking shotgun that should stop in its tracks any dabbling with GM foods, whether by individual families, food companies, or indeed nations.” Meacher writes that *Genetic Roulette* “is clearly going to provide a new, powerful, easy-to-handle tool for policy-makers”.

Part one of the book is designed in easy to read two-page spreads. The left page is an executive summary (so busy politicians, executives and others can catch the points in a quick scan), while the right side is a detailed explanation that debunks the industry’s baseless arguments. It’s all presented in language for the layperson, but with enough detail and rigor for scientists, including more than 1000 endnotes. The format frames the debate on GM food safety by providing policy-makers with a clear safety checklist: the biotech industry must present solid evidence in response to each of the 65 risks presented in *Genetic Roulette*. Parts two and three of the book clearly explain how current regulations and safety assessments are not competent to even *identify* most of the risks, let alone verify safety. In fact, it exposes how industry studies *are designed to avoid finding problems*.” For more about the book, go to www.GeneticRoulette.com.

Thanks to this comprehensive tool, one can present evidence on the health dangers of GM foods that is sufficient to enact an immediate ban by governments at every level, as well as by food companies, schools, restaurants, and in homes.

A free copy of this book can be mailed to each JIGMOM team (contact person), for it to be presented as a gift to a key government official. A sample accompanying letter and press release will be sent, which can be customized. One additional free book can also be offered by Jeffrey Smith, to be sent by each JIGMOM partner to a top reporter—ideally someone who has expressed a willingness to report on this issue.

This “gift book” to policy makers and media may quite significantly contribute to our cause.