July 14, 2016

Dear President Obama,

Your election brought great hope to all Americans, particularly the poor and people of color.

As someone who, like yourself, has traversed the rocky upward path to social and economic justice on behalf of those at the other side of society’s great divides, racial, social and economic, I want to call to your attention serious inequities on GMO labeling legislation coming soon to your desk.

The GMO labeling law’s principal thrust is to rely on QR codes which shoppers will scan to gain product information relative to GMOs.

However, 100,000,000 Americans, most of them poor, people of color and elderly either do not own a smart phone or an iPhone to scan the QR code or live in an area of poor internet connectivity.

There are serious questions of discrimination presented here and unresolved matters of equal protection of the law.

I am asking you to veto this bill and to send it back to Congress with instructions to correct this fatal flaw.

Thank you, Mr. President.

Sincerely,

Rev. Jesse Jackson
President and Founder
Rainbow PUSH Coalition