

BUILDING WEALTH IN CHANGING TIMES



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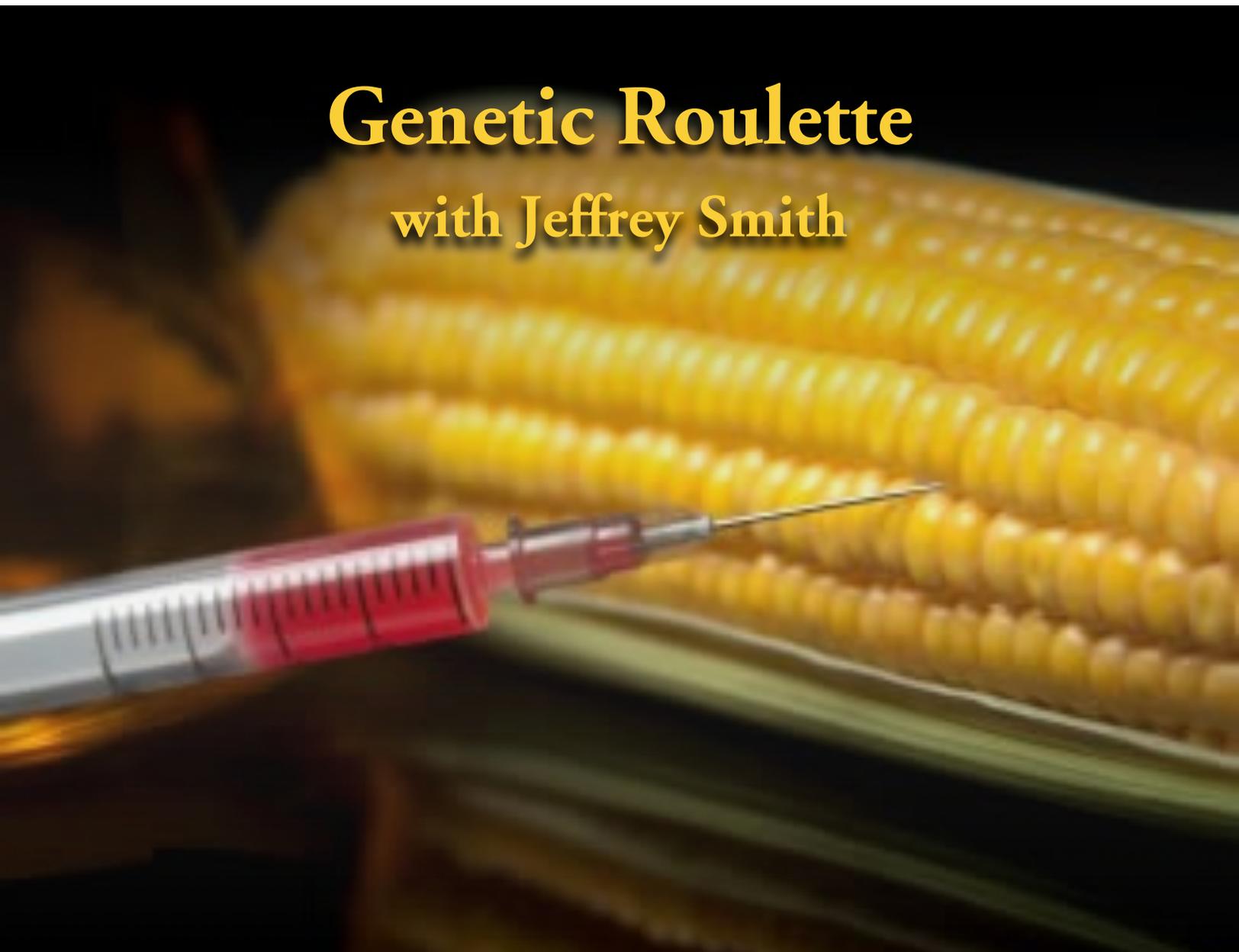
# The Solari Report

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SEPTEMBER 20, 2012

## Genetic Roulette

with Jeffrey Smith





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**C. AUSTIN FITTS:** Okay. Well, Jeffrey Smith, I'm so delighted that you could join us on *The Solari Report* and I'm so delighted to finally get to meet you.

**JEFFREY SMITH:** Yes. It's great to meet you, too.

**C. AUSTIN FITTS:** I have been your admirer for many years and one thing we do on *The Solari Report* every *Solari Report* we have a hero and you will be the hero this week.

**JEFFREY SMITH:** Okay.

**C. AUSTIN FITTS:** You are one of my great heroes from the time I first read *Seeds of Deception*, which was when it first came out. I have to compliment you on a couple things before we dive in. The first is one of the terrible time wasters that I see happen to people who are trying to bring transparency to a very important issue and bring change on something that's very, very important is they're constantly trapped into the dead end of trying to persuade the corporate media or the right foundation to support them. They don't understand the importance of going directly to the people. It seems to me that you figured out very quickly and very early that you had to build a business model that appealed directly to people; and I want to know how you figured that out so brilliantly.

**JEFFREY SMITH:** Well, thank you. It's a very interesting question. I've never had that question framed like that in my life and it's a delight to get a fresh new approach. What I figured out, actually, was that if you run the numbers on, "How do we get rid of GMOs?" which I've done countless times, and I've traveled around the world. I've been to 34 countries and I always ask campaigners what they did to fight GMOs, what worked,



what didn't. What became obvious several years ago was the concept of a tipping point of consumer rejection and how absolutely leveraged it is when the small percentage of consumers avoid genetically modified foods in a particular market, particularly given that there are no consumer benefits.

And so in Europe, three weeks after a biotech company projected a 95-percent replacement of all commercial seeds within five years – this was in January of 1999. Three weeks later a gag order was lifted on Dr. Arpad Pusztai, causing a media firestorm of coverage about the risks of GMOs, more than 700 articles written within a month and within 10 weeks the tipping point of consumer rejection took the biotech industry by complete surprise when virtually the entire food industry in Europe committed to stop using GM ingredients in their European brands, where the tipping point had taken place.

In the United States, we had a tipping points about Bovine Growth Hormone kicked out of Walmart, Starbucks, Yoplait, most American dairies when we informed consumers about the risk for cancer, especially in children, from the higher cancer-promoting hormone in the milk from cows treated with Bovine Growth Hormone. So we actually estimate that as little as 5 percent of US shoppers, or 15 million Americans, would be sufficient to kick GMOs out here with the same company that already kicked GMOs out of Europe, seeing a drop in market share that they can identify as resulting from anti-GMO sentiment. So if we're only going for 15 million Americans, we've got 28 million that buy organic on a regular basis. We have many more who are parents of young children. We have sick people. We have progressive doctors. We have religious people that think, "GMO" means, "God, move over." So we don't need mainstream media to get it out to everyone.

**C. AUSTIN FITTS:** Right, right. Well, I couldn't agree more. I'm always delighted to see somebody who embraces that. Now let me step back and ask the first question. How in the world did you realize what was happening with genetically modified food and move into the position of being, really, arguably the most powerful voice in activism on this on



the planet? How did you figure it out? How did you know?

**JEFFREY SMITH:** Well, I went to a lecture by a molecular biologist in 1996 who spilled the beans. He basically explained that our science is not ready for genetically modified foods or crops. Our science is an infant science. It's taking baby steps. Everything we do causes side effects. We do not understand the DNA well enough. We do not understand genes well enough to say that we can predictably and reliably manipulate the GMOs or the genes between species to protect the health of the environment, which is complete garbage. And he blew the whistle on his own industry, and no one was listening outside this small group and I realized people need to hear this and there's sufficient scientific evidence that if conveyed effectively, compellingly, convincingly, if it can go viral then we could stop it simply by putting it into the networks of people who would listen.

**“Our science is an infant science. It's taking baby steps. Everything we do causes side effects.”**

And so I was thinking it might be a rather quick thing if we could just get the word out to maybe evangelical Christians, maybe this group, maybe that group, who could realize what was going on and, for whatever their purposes were, to stop it. Now it did not take a short period of time. It's still happening, but what happened was it didn't take the few minutes here and there that I was dedicating to it back in 1996. I became the Vice President of Marketing at a GMO-detection laboratory and was reading all the information that was being written about in Europe and reading almost nothing about what was happening in the United States. And so there again I said, “There's so much compelling evidence and terrific stories of scientists who've been fired, regulatory agents that have been captured, epidemics that have been hidden. We should get the stories out to the Americans because they're not going to be interested in the science but they'll be interested in the stories and then weave the science and dangers into the stories.” So that became *Seeds of Deception*.

**C. AUSTIN FITTS:** And what was the response to *Seeds of Deception*? When



did it come out again?

**JEFFREY SMITH:** It came out in 2003. It's the world's bestselling book on GMOs, but it's a small world but it's still having an impact. I was Taiwan in April and I arrived as a guest of the press that published *Seeds of Deception* in Chinese five weeks earlier. I said, "How's the book doing?" They said, "It's a national bestseller in its third printing," and sure enough, it was already making waves. I gave a press conference with the former Prime Minister. He had read part of the book, was quoting from the book to the press, calling for a GMO-free zone. Congresspeople had read the book and they had me come and do a press conference and a hearing in the Congress halls and likewise. So it has an impact.

In fact, in Vermont the book was given to all the legislators when they were considering passage of the first state regulation on GMOs, the requirement for labeling seeds as genetically modified. And it did pass, and a masters student did a thesis on the impact of the book on the vote and it turned out that one person said that the book spread like wildfire and was the basis of every conversation on GMOs once it arrived, and it changed this guy's vote. It changed another person's vote. So when it was read by politicians it had a big impact but, of course, politicians don't have much time and so when I handed the book to a politician I kind of wrote it off, figuring they would just put it on a shelf somewhere.

**C. AUSTIN FITTS:** Well you have a newer book, *Genetic Roulette* – and you're about to come out with a documentary by the same title, *Genetic Roulette*, which I've seen and by the way is absolutely fantastic. It can be preordered from your site. I just have to tell everybody listening you must go to Jeffrey's site and preorder. Get the book but also preorder the DVD because it is not only one you're going to want to watch but to pass around. In addition to those two you've done a lot of interviews and some very effective documentaries. I know you have some of them available up on your site, but there's been a lot more through the documentary. My impression is you do a tremendous amount of speeches and interviews.



**JEFFREY SMITH:** Yesterday I spent two hours with one documentary film crew then an hour on the radio, and I do a lot of documentary interviews, a lot radio interviews, a lot of interviews. I mean, usually maybe once a day when I'm in that mode but oftentimes much more when I go to another country. I did 44 meaty interviews in 10 days in Australia, so I do as much as I can that can fit into my schedule and it is making a difference. I'll tell you I don't realize often how the non-GMO seeds germinate, but sometimes they get very big surprises. And I spoke at many medical conferences and asked the doctors to rate themselves before and after my talk, on one case how vigilant they've been at avoiding GMOs and how vigilant they plan to be; and in the second how often they prescribe non-GMO diets and how often they plan to.

And within 30 minutes or 40 minutes or an hour, depending on how long I'm speaking, virtually everyone in the audience has become a vigilant, anti- and non-GMO eater and a vigilant prescriber of non-GMO diet, and it actually holds. I speak to the same conference like I did with the naturopaths and with the American Academy of Environmental Medicine. Sometimes years later the physicians come up to me and say, "I have a completely non-GMO household and I prescribe non-GMO diets to every patient." So that led me into interviews with patients and it turns out they're getting better from a wide variety of problems and that was very significant to understand. The other thing is that when I interviewed scientists for so many years, they're very cautious in their statements.

**C. AUSTIN FITTS:** Yeah. They have to be.

**JEFFREY SMITH:** Yeah. It suggests that converging lines of evidence appear, too; but when I asked the doctors to comment on GMOs they were unequivocal. They said, "GMOs cause inflammation. GMOs cause allergies. Everyone who gets non-GMO diets from me get better." I mean, really strong statements that I realized, "Wow. I can quote these people now."

**C. AUSTIN FITTS:** Well, let me turn to your book, *Genetic Roulette*, because one of the challenges I have in trying to persuade people not to eat



genetically modified food and to try and warn them of the dangers – because they think, “Oh, well, this food is more expensive than this food,” and I’m saying, “No. This is food. This is poison. This is not food.” But *Genetic Roulette*, and I’ll use my words and then turn it over to you, collects up a lot of the different research that is compelling and evidentiary research that is compelling as to the dangers of GMO food and GMO seed.

And it’s case after case after case and it’s also organized in a way that you can skim it or you can dive deeper if you want the detail, but there is an unbelievably comprehensive body of evidence that this stuff is really, really dangerous and *Genetic Roulette* just – if anybody’s on the face, this is absolutely going to push them into that understanding that says, “This is not food. This is not food.”

**JEFFREY SMITH:** Well, the book solves several problems for me. One was, as I said when I gave *Seeds of Deception* out to the politicians and didn’t think that they would ever have a chance to read it, I needed something that they could scan very quickly. So as you mentioned, the left side of every two-page spread is just a summary for the attention-deficit politician and the right side are detailed, cited facts for the scientists and doctors and staff members to jump into. So it solved that problem. Second, I was being asked constantly every week by people all over the world, “Can you summarize the health dangers for this meeting or for this politician or for this parliamentary committee?”

And so I was always just grabbing a bunch of stuff and putting it there and I said, “Let’s put it all in one book so that everything that’s the most compelling evidence is there.” And then third, there was a lot of different arguments from different scientists and they had never been harmonized or put together in one place. So that was kind of like herding cats. For two years I was corresponding with over 30 scientists and experts and I had every page of the book reviewed by at least 3 scientists.

And there I had to choose which interpretation to put on the data and I usually chose the most conservative one in order to not give the



opposition an opportunity to challenge it very easily.

Now, of course, they came up with their own tobacco science and junk science website to try and challenge it. But it's absolutely a complete disaster from a scientific standpoint and *Genetic Roulette* does uphold the conclusion that GMOs are way not ready for primetime, are way dangerous and are probably contributing to a significant amount of diseases and disorders in the US population since they were introduced in 1996.

**C. AUSTIN FITTS:** Well, when you bring it all together like that it's very compelling. If you look at the firepower that has been brought to bear in every situation to keep this information from seeing the light of day, you realize what an extraordinary effort there has been by a lot of very courageous scientists and farmers and everyone else to get the information across. I know as you look across example after example, there's been tremendous courage to bring that all to the fore and you feel it. Now when did you start to make the documentary and when is the documentary, *Genetic Roulette*, going to be available?

**“If you look at the firepower that has been brought to bear in every situation to keep this information from seeing the light of day, you realize what an extraordinary effort there has been by a lot of very courageous scientists and farmers and everyone else to get the information across.”**

**JEFFREY SMITH:** Well, it ships this week, so it's available essentially immediately, and the website to place an order is [geneticroulettemovie.com](http://geneticroulettemovie.com). You know, I started filming all around the world as I traveled many years ago and it wasn't until December that I realized, “I need to put something together.” And it was originally going to be 20 minutes and figured, “Well, let's make it 28 so that it can go on local access,” and then I started putting more stuff in. “Well, let's make it 58,” and now it's 85 and that's after cutting a lot away, but I have footage there from India. I have a whole story about South Africa, which is absolutely devastating. I have interviews of physicians who prescribe non-GMO diets that I took three or four years ago.



And I have interviews of parents of autistic kids that I took at AutismOne two-and-a-half months ago where they described how their autistic sons got better, either behaviorally or from the gastrointestinal disorders or both, when they switched to non-GMO food. So it's over a wide spectrum, different formats of the camera. You can see as you watch it, it's kind of all over the place in terms of there's a lot of donated footage and we've had over 50 people volunteer to work on this. We have volunteers doing cartoons and motion graphics and great animations, and I think it's all coming together very nicely.

**C. AUSTIN FITTS:** My favorite part was all the different charts you show that show the introduction of GMO corn or GMO soy or GMO food into the food supply and then disease after disease suddenly skyrocketing.

**JEFFREY SMITH:** I'm so glad you said that because there are some people who aren't into charts at all and I said, "No. This has to be in there." We had to cut out five charts, but there's seven different charts showing it's almost as if they're bumping off the GM corn and shooting up as soon as the GMOs were introduced. It's absolutely visually captivating for me that, yes, these people are getting sicker now.

**C. AUSTIN FITTS:** Right. The evidence is overwhelming. That wasn't the only deterioration happening to the food supply, but that was the major one. It really sort of knocks your socks off. I think between the book and the DVD it brings everybody together in a way that is so accessible to anybody who's responsible to buy food for themselves or prepare food for a family. I mean, there's no mother that's going to see this that isn't going to be changed by the experience of watching it. So, to me, this is one of the ones you need to buy ten copies and start giving them away to all your relatives as soon as you can.

**JEFFREY SMITH:** I think you totally got my strategy here because right now there's a labeling initiative in California for mandatory labeling of GMOs. And so we're releasing it in time to hopefully go viral and be picked up by lots of moms and everyone in California. We do have discounts for people who buy six or more because a lot of people want to get this out to their friends, and they want to see a tipping point of



consumer rejection and believe that this can change behavior and have people avoiding GMOs by the time the movie ends. You picked up exactly why the movie was created.

**C. AUSTIN FITTS:** I was going to ask you about that because, to me, the single most important thing we could do here in America between now and November is to get the referendum in California passed.

**JEFFREY SMITH:** I agree.

**C. AUSTIN FITTS:** Right, and so putting this in the hands of people in California is – believe it or not, I'm headed to California in September.

So I will make sure everybody watches or gets a copy of this. Will they be able to rent it online or get it through Netflix or do they need to pass the DVD around?

**JEFFREY SMITH:** Right now it's not available online. It's only available as a DVD. We're going to have some kind of online presence towards the end of September, which we'll announce later.

**C. AUSTIN FITTS:** Oh, good.

**JEFFREY SMITH:** One thing is that our Institute for Responsible Technology – I mean, we'd love to get this thing out for free, but we've run out of money and need to recoup some of the money that we've spent.

**C. AUSTIN FITTS:** No, no, no. You'll never hear from *Solari* that you should do this for free.

**JEFFREY SMITH:** It's like we have so many free resources right now online. Almost everything I've created in terms of movies – I have *Hidden Dangers in Kids' Meals*, free online; *Your Milk on Drugs – Just Say No!*, free online; *Everything You HAVE TO KNOW About Dangerous Genetically Modified Foods*, free online. We've got a companion disc in the DVD package from *Genetic Roulette*, which has a talk given to Andrew Weil's Integrative Medicine Conference of 900 physicians and



practitioners, and we say, “Please make copies of this separate disc.”

**C. AUSTIN FITTS:** Can people come in and make donations so that you can give more out?

**JEFFREY SMITH:** Oh, yes. In fact, at [responsibletechnology.org](http://responsibletechnology.org), right now [mercola.com](http://mercola.com) is matching every single dollar given to either of our nonprofits – tax deductible – or our political wing, 501(c)(4) of the Food Policy Fund with a dollar going to the California Right To Know labeling campaign.

**C. AUSTIN FITTS:** Well, we’ll come back to that at the end, but we would like to do everything we can do to support. I’m going to use my blog and the updates to try and help support this. Now I know you were just out at the Consciousness Beyond Chemtrails conference.

**JEFFREY SMITH:** Yes.

**C. AUSTIN FITTS:** We had one of our production people say that they had watched your speech online and said it was absolutely fantastic. I thought you could just take a minute and tell us how that conference was and what happened.

**JEFFREY SMITH:** Well, it was an interesting combination of people there, and I gave a talk and it was one of those huge theaters. It wasn’t packed, but from the stage with the bright lights you couldn’t tell who was in the audience. I gave one of those big-stage speeches, which was a fun thing to give. Totally different feel and energy than I’m used to giving, and got a standing ovation. People crowded me afterwards and they were very moved by some of the messaging there.

And in that larger-audience space a fresh voice came out of me when I talked about some of the spiritual qualities of what it’s like to work on this issue because GMOs, because they self-propagate and permanently pollute the gene pool, they affect all living being because of their impact on the ecology, everyone who eats because it’s in the food supply and all future generations because it’s irreversible.



It's a threat that is unprecedented in the history of the human race. And so the opportunity to help stop it is an opportunity to do greater good than anyone's ancestors has ever had the opportunity to do. And so stepping into that, knowing that the fate of all living beings and all future generations is tied up with our success feels like the wind at our back, but it's more than the wind. It's an incredible organizing support. So that's how I ended, but that's not how the night ended.

What I heard later – and it didn't happen with me – people got back to their cars and someone had slipped in under everyone's windshield wiper a note trying to say that Jeffrey Smith is a scam artist and that they should go to their industry's anti-GMO website, where they had that junk science against *Genetic Roulette*, for the real truth. So I thought that was a great victory, that they were concerned enough to try and pass out to people at this conference.

**“I thought that was a great victory, that they were concerned enough to try and pass out to people at this conference.”**

**C. AUSTIN FITTS:** You know, it's very hard for most people to fathom that this is really as bad as it is. It's hard to fathom that so many different participants, from the government to corporations to the grocers associations and on and on and on, would allow something this evil and dangerous to happen. I live in Tennessee and when I first moved from Washington to Tennessee I would try and warn people. This is in a farming community and they just would look me in the face and say, “I can't fathom that other human beings would do this, that this could possibly happen.”

**JEFFREY SMITH:** A former Monsanto scientist, to underscore your point, his colleagues did safety studies on Monsanto's Bovine Growth Hormone and tested the milk from injected cows. And they found it had such high levels of the cancer-promoting hormone that these three Monsanto scientists refused to drink milk thereafter unless it was organic. One bought his own cow, so you have a situation where they won't drink it and yet they work for the company that sells it.

**C. AUSTIN FITTS:** Right. It's frightening. I saw the farmers in Tennessee.



They would not sell the genetically modified corn at the farmers market because they didn't want to poison their neighbors, but yet they're putting it in the food supply. You can't. So I wanted to bring one thing up to you because one of the things I look at an awful lot is, "What are the economics of this?" And I know in *Genetic Roulette* I know a lot of people are saying that they're doing this because they're making money. But I think it's a lot more than that. I just wanted to give you one of my theories about how this relates to the current economic model.

If you look at the people who have been sort of centralizing control of the financial system, one of their greatest challenges is that the US dollar is the reserve currency. And the reason that the US dollar has been able to achieve that status, which is an enormous financial advantage to the people who govern it, is that they control the asset, the trading. They control the sea lanes. They control the satellites and so they control the trade in oil. But if you're going to bring in new energy technology then you need an asset to replace that role and the only one I can think of that could ever do that, given where technology is going, is control of the seed and the food supply.

That could give you the asset you need. And so I think you look at the speed and the insistence coming top down from both government and corporations, particularly Monsanto, to do this, you're talking about a ferocious pressure to make this happen globally. Part of it, I think, is very much tied up with the need to replace oil as the asset backing the reserve and to make sure that they've got the assets in place they need to make sure they control the reserve currency. So I think this is a much more powerful issue than just control. I think they're playing for the whole financial model here.

**JEFFREY SMITH:** I've told that food is the most expensive traded commodity. There's more money in food trade than there is even in oil. I'm not sure if that's true, but it's interesting that the first Bush administration believed that the trade in genetically engineered crops would increase US exports and US domination of world food trade and therefore instructed the FDA and USDA and EPA to promote biotechnology. So they fast-tracked it without any required safety



studies and without any labeling and put Monsanto's former attorney in charge of the FDA, who ignored the scientists' warnings.

And it's an interesting thing that you mentioned because even though it was an immediate failure and they lost US exports to Europe and they shrunk US soybean exports and Canada lost its canola exports – even its honey exports because it was contaminated with canola pollen – the US didn't give up. Instead of saying, "Yep. It's a failure. We'll go back," they just doubled down and have been trying to bully countries around the world, as revealed by Wikileaks, for example. How the ambassadors to other countries from the US act as Monsanto's minions and try and force pain on other countries – that's a quote, "Cause some pain" – on countries that are resistant to GMOs or put pressure on Brussels, et cetera.

**C. AUSTIN FITTS:** The intellectual property – the ability to patent something – so if you can get all of the food supply patentable, that is all part of achieving that market share and control. So this is a very strategic attitude coming very much top down. It's not just about making money. It's about geopolitical position and control of the reserve currency.

**JEFFREY SMITH:** Years ago, when countries wanted to have advice about intellectual-property rights and establishing them, they'd sometimes contact the US. The US said, "Okay. We'll send you an adviser." They'd send someone who worked for Monsanto to advise the countries on their patent laws.

**C. AUSTIN FITTS:** Right, right. A lot of this is about strategic control, but if you look at the long-term plans of North America, one of them is to dominate agriculture and that's one of the very big bets. So that's why California is, I like to say, up against all the money on the planet.

But what's funny is if you look back through history, there are those issues where Americans just sit up and say, "No." We turn into the mule and one was homeschooling. One was swine flu and I think this is going to be another one where the American people just say,



“Nope,” because there’s nothing, as Robyn O’Brien says in your documentary, *Genetic Roulette*, “There’s nothing more powerful than a mother.”

**JEFFREY SMITH:** I know.

**C. AUSTIN FITTS:** The thing I love about *Genetic Roulette* is it’s going to reach the mothers. It’s the first documentary I’ve seen on this issue that can really do that.

**JEFFREY SMITH:** That was originally how I was going to do it. It was just going to be a thing for parents, and we expanded it so parents were just one of many. But I often say that you just give the information to the Tiger Mom in the community and then get out of her way.

**C. AUSTIN FITTS:** Right, right. So that’s going to happen. Well, just take us a second. What have you been seeing around the world that works? What is helping getting the consumers to switch their dollars to non-GMO food? Where’s the market working?

**JEFFREY SMITH:** Well, I think we have hard-hitting information right now and it’ll start in the United States. I did something at the Chemtrails conference the second day where I did a pre- and post-test showing of hands in terms of how vigilant people will be, and I was able to convert people to very strong non-GMO preferences in three-and-a-half minutes, which is a personal record. I hadn’t even tried it before in terms of a large group, but that’s because the information is so compelling and I had to just share three things. One, the BT toxin produced in the corn is designed to break open the stomach of insects and kill them by boring little holes in the cell walls, causing little holes and leakage.

And the biotech industry claimed that it had no impact on human cells and it was destroyed during the digestion. But published, peer-reviewed studies in the last year showed that it does poke holes in human cells and it does get into the blood stream of pregnant women and their children. And so now we are eating and possibly producing inside our own intestinal flora a toxin that drills holes in human cells, that’s considered



an allergen and that ends up inside the blood of fetuses and possibly in their brain because they have no intact blood-brain barrier. So that one thing there is very high on the, “Yuck,” factor and drives people away from the corn.

Then we have the soybeans and other products that are genetically engineered with Roundup Ready genes, allowing them to be sprayed with Roundup. But the Roundup is now linked to cancer, birth defects, endocrine disruption and reproductive disorders, Parkinson’s, et cetera. So the rodents that have been eating Roundup Ready crops and the laboratory animals have damaged their testicles, uterus, ovaries, DNA function, deformity in the embryo offspring. Most of the offspring of female rats that ate GM soy died within three weeks. Hamsters by the third generation lost the ability to have babies or had hair growing in their mouths, really serious stuff. So that’s the second piece, which we could elaborate on, and that is the Roundup issue.

**“The rodents that have been eating Roundup Ready crops and the laboratory animals have damaged their testicles, uterus, ovaries, DNA function, [and] deformity in the embryo offspring.”**

And then the third is this: that the same disorders seen in laboratory animals and identified by the American Academy of Environmental Medicine as reproductive disorders, immune-system problems and gastrointestinal problems principally as well as accelerated aging, organ damage and insulin and cholesterol dysfunction – these same problems are improving in the pets, livestock and humans that get off of GMOs and these same disorders are getting worse in the general population since GMOs were introduced. So you have the correlational evidence and then you have the theoretical reasons why GMOs might be causing these same problems because, for example, if BT toxin is causing leaky gut, leaky gut is linked to cancer and Parkinson’s and Alzheimer’s and maybe autism as well as inflammation, autoimmune disease and food allergies, all of which are on the rise.

**C. AUSTIN FITTS:** You know, I love that expression, “The ‘Yuck’ factor.”



That's exactly what we need to do. We need to radically increase the, "Yuck," factor on this stuff.

**JEFFREY SMITH:** Totally. In other countries it's very different. In India it wasn't such a consumer issue. It was more of a farmer issue because they were raising cotton, but about 200,000 cotton farmers had planted BT toxin-promoting cotton plants and were unable to pay back their high-interest loans and committed suicide. And so a 200,000 people suicide – it's an absolute genocide. That is now forcing farmers to wake up and overcome the lies and disinformation by Monsanto there. But also a movie was created based on *Genetic Roulette* – the book – by a top Bollywood producer who narrated it.

It's only 30 minutes. It's called *Poison on the Platter*, but it was the most important and talked-about film in the country when it was released a couple of years ago and that galvanized support against the introduction of genetically engineered eggplant. And so when they had the protest and 100,000 people fasted against the eggplant on Gandhi Day and 8,000 people showed up at 7 testimonial places for the Minister of Environment to hear people's responses, it kind of shook the government big time and they decided not to approve the genetically modified eggplant.

**C. AUSTIN FITTS:** Have you ever seen the Sir James Goldsmith interview with Charlie Rose in 1994?

**JEFFREY SMITH:** No, I haven't.

**C. AUSTIN FITTS:** Okay. I'm going to send that to you. Sir James Goldsmith took time off from his business career, ran for the European Parliament because he said that the plan for the European Union and the Euro, the adoption of the Uruguay round of GATT and the plan to organize and centralize the food and agriculture on Planet Earth was insane. It was going to move two to three billion people off the land. It was going to commit genocide on an unprecedented scale. He was one of the early opposers to GMO food. One of the reasons I encourage people to watch it is it makes it clear it was a plan. This is not an accident.



**JEFFREY SMITH:** I was talking to an activist in Poland who was testifying before the European Commission, trying to get them to relinquish the farming plan for Poland. He said, “This is going to drive small farmers off the land, just as it did in Portugal.” And he was responded to by saying, “But don’t you know that was intentional? This is part of the plan.”

**C. AUSTIN FITTS:** Right. Goldsmith describes the economic and human insanity of it and it’s very compelling, so I’m going to send it to you. Okay. So we know you have to go, but before we finish, please just walk us through your websites and describe to us what we can do to stay current on what Jeffrey Smith is doing and your organizations and what we can do to support your efforts.

**JEFFREY SMITH:** Great. Thank you so much. So for people who want to avoid GMOs, we make it as easy as possible without labeling by our own shopping guide called [nongmoshoppingguide.com](http://nongmoshoppingguide.com). So if you go there you can see about 4,000 products that have been third party verified by another organization, the Non-GMO Project. For those with iPhones and iPads we have the free iPhone application, ShopNoGMO, and if anyone wants to program a Droid for us we’ll do that as well. We have [responsibletechnology.org](http://responsibletechnology.org). There you can sign up for *Spilling the Beans* newsletter, which is free. It just went out today.

It goes out every one to three weeks and it keeps people up to date on the news. It tells them how they can do action alerts and tells them where I am and what opportunities there are. So we also have Tipping Point Network, where people can join with others in their areas for community effective activism. And also nationally, for people who want to become speakers on GMOs, we’ve taught about 800 people. We have an eight- to ten-hour online course and so people can take that and sign up for that. We’re also on Facebook. We also have Twitter, and for products, you can go to [seedsofdeception.com](http://seedsofdeception.com), and that’s named after my first book, *Seeds of Deception*, and then the movie website, which is just up now, called [geneticroulettemovie.com](http://geneticroulettemovie.com).

There you can see the trailer, make purchases, even at a discount for



multiple copies, and that way people can get that information out quickly. Right now we have a donation plan for people who want to make a donation for the Institute for Responsible Technology or our Food Policy Fund, which is [foodpolicyfund.org](http://foodpolicyfund.org). Food Policy Fund is not a tax-deductible donation. It's for political action, but IRT or Institute for Responsible Technology and [responsibletechnology.org](http://responsibletechnology.org) is tax deductible.

But either way, any donation now will be matched dollar for dollar with dollars going to the California Labeling Right to Know campaign by [Mercola.com](http://Mercola.com). So it's an opportunity to leverage your donations to help pass Prop 37 in California. I'm in California right now. I spent two weeks here in July, two weeks in August and I'll be camping out here September and October so that we can do whatever we can to support the educational efforts going on so people know what are GMOs and why they should be avoiding them and what labeling means to them.

**C. AUSTIN FITTS:** Well, Jeffrey Smith, we can't thank you enough for joining us on *The Solari Report*. I will also be in California this fall. If there's anything I can do to support you in your efforts when I'm out there, I'm only an e-mail away so let me know, okay?

**JEFFREY SMITH:** Sounds terrific. Let's think of something.

**C. AUSTIN FITTS:** Okay. Have a great day.

**JEFFREY SMITH:** Thank you. You, too.

#### DISCLAIMER

Nothing on The Solari Report should be taken as individual investment advice. Anyone seeking investment advice for his or her personal financial situation is advised to seek out a qualified advisor or advisors and provide as much information as possible to the advisor in order that such advisor can take into account all relevant circumstances, objectives, and risks before rendering an opinion as to the appropriate investment strategy.