

# SANDLER, REIFF, YOUNG & LAMB, P.C.

October 10, 2012

## Via Facsimile and E-Mail

Debra Zumwalt, Esq.  
Vice President and General Counsel  
Building 170, 3d Floor, Main Quad  
Stanford, CA 94305-2038

Re: Use of Stanford University Name & Affiliation in Political Advertisement

Dear Ms. Zumwalt:

Thank you very much for your letter of October 4, 2012, confirming that the No on Prop. 37 Committee agreed to modify their television advertisement identifying Dr. Henry I. Miller as being from Stanford University.

Our client, Yes on 37 for the Right to Know If Your Food Has Been Genetically Engineered (“Yes on 37 Committee”), wanted to make you aware that the No on 37 Committee has now sent out a mass mailing, a copy of which is attached, quoting Dr. Miller as opposing Prop. 37 on the grounds that it is “[a]n ill-conceived law” that would “give consumers incomplete and misleading information.” Dr. Miller is again identified as “Henry I. Miller, M.D., Stanford University.”

It should be noted that this mailing was received by a number of voters yesterday, a full week after you contacted the No on 37 Committee—suggesting that the mailing may have been sent by the No on 37 Committee even *after* you had had contacted them.

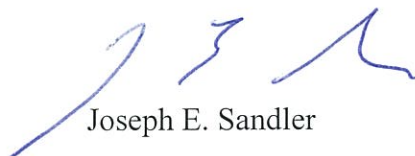
We respectfully request that you contact the No on 37 Committee again to demand that they cease and desist from disseminating any further communications opposing Prop. 37 in which Dr. Miller is identified with the University.

We would also request that you confirm that the University does not take any position on Prop. 37 and that use of the University’s name to imply endorsement for or against a ballot proposition is in fact a violation of University policy.

Debra L. Zumwalt, Esq.  
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Thank you very much again for your time and attention to this matter.

Sincerely yours,

A handwritten signature in blue ink, consisting of stylized initials and a surname, positioned above the printed name.

Joseph E. Sandler

# If you want accurate and reliable food labels, you won't like Prop 37

## ▶ Prop 37 would give consumers incomplete and misleading information

Consumers rely on labels to provide factual, reliable and useful information, but the complex food labeling proposal in Prop 37 fails to meet those standards. An ill-conceived law, Prop 37 would impose confusing red tape requirements for labeling food products sold in California that do not exist in any other state or country in the world.

—Henry I. Miller, M.D., Stanford University  
Founding Director, Office of Biotechnology of the  
US Food & Drug Administration

## ▶ Prop 37's arbitrary and complicated labeling requirements don't make sense

The backers of Prop 37 claim it would simply inform consumers if there are any genetically engineered (GE) ingredients in their food. But, two-thirds of the food consumed by Californians would be exempt from its labeling requirements. And it's no coincidence many of the food products exempted are sold by the promoters of Prop 37.

—American Council on Science and Health

## ▶ Prop 37 means higher grocery bills for California families

Economic impact studies show Prop 37 would force thousands of common food products to be specially relabeled, repackaged or remade with higher cost ingredients. This would increase the grocery bills of the average California family by \$350 to \$400 a year – hurting seniors and low-income families who can least afford it.

Source: Economic Study of Prop 37 Costs  
Northbridge Environmental Management  
Consultants, July 2012  
[www.nbenvironmental.com](http://www.nbenvironmental.com)

WOULD BE LABELED as "genetically engineered" even when they have no detectable GE ingredient	EXEMPT from Prop 37's GE labeling requirement, even when produced with GE products
Fruit juice 	Beer, wine & liquor 
Frozen pizza 	Delivery pizza 
Soy milk 	Cow's milk 
Chicken pot pie from the grocery store 	Same chicken as in a pot pie 
Dog food made with beef 	Beef 
Tofu made from soy beans 	Meat for human consumption from animals fed on GE grains or silage 
Noodles made in the United States 	Noodles made in China 
Soup from the grocery store 	Same soup at a restaurant 

These are just a few examples of the thousands of products subject to Prop 37's labeling requirements and its exemptions. See [FactsOn37.com](http://FactsOn37.com) for a more extensive list of exemptions and sourcing information.

