

# CLASS ACTION LAWSUIT CASE STUDY GMO FOOD LABELING

Students learn about labeling laws related to **Kashi All-Natural Food Products class action lawsuit**

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BUSINESS EDUCATION WITH *Denise Leigh*

# **A NO PREP LESSON!**

## **GMO Food Labeling**

- ✔ What are GMOs?
- ✔ Facts about the Kashi Lawsuit.
- ✔ Findings about GMO foods from the government link provided.
- ✔ What are the details of the Kashi Class Action Settlement, including eligibility and claim submission process.
- ✔ What was the basis of the class action lawsuit regarding the marketing of Kashi products as "All Natural."



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### Corporate Lawsuit GMO Case Study

[CLICK HERE](#)

to access information about the Kashi Lawsuit.



List FOUR facts about the Kashi Lawsuit

Preview

#### What Are GMOs?

A genetically engineered food (GE or GMO) is a plant or meat product that has had its DNA artificially altered in a laboratory by genes from other plants, animals, viruses or bacteria in order to produce foreign compounds in that food. This type of genetic alteration is not found in nature. Many of the foods we currently eat have been genetically altered and we don't know which ones without labeling.

[CLICK HERE](#) to find out about GMO foods....

List 5 components of GMO foods


**A GMO IS:** Genetically Modified Organism

**A GMO IS NOT:** Plants and animals that are traditionally bred to achieve specific characteristics such as breeding dogs or cross-pollination of plants.

**SCIENCE OF GMOS:** Genetic modification includes the ADDITION OF DNA from species that would NOT BREED in nature. Cross-species or transgenic genetic manipulation has gone as far as to COMBINE FISH DNA WITH STRAWBERRIES and tomatoes. GMO foods have only existed as groceries since the late 1990's. Genetic modification may also involve REMOVING SPECIFIC STRANDS OF DNA. GMOs can be patented.

**PREVALENCE OF GMOS:** You probably eat GMOs EVERY DAY. 30,000. PERCENT OF GMOS IN TOTAL CROP PRODUCTION (2014).

**PUBLIC OPINION OF GMOS:** 87% want GMOs labeled. 83% would not buy genetically modified food. OUT OF A CBS NEWS POLL.

**STUDIES OF GMOS:** NO LONG-TERM TESTING. It took decades for the dangers of Trans-Fats (another artificial food) to become understood. GMO varieties of corn and potatoes are engineered to PRODUCE THEIR OWN PESTICIDES. Herbicide-resistant crops can cause resistance to weeds. HERBICIDE-RESISTANT WEEDS.

Class Action Lawsuit Sentence...

#### Class Action Lawsuit Sentence...

Did you purchase Kashi All Natural Products between May 3rd, 2008, and September 4th, 2015? If so, and you do not have receipts, you may qualify for up to a \$27.50 check via the Kashi Class Action Settlement. If you have proof of your purchases, there is no limit to your settlement reward. Please note - to qualify for monetary compensation, you must NOT be a California resident and must have purchased for personal or household use.

To submit your claim, [head here and complete the form](#) no later than January 19th, 2016. You can also print the claim form here and mail it to Digital Settlement Group, LLC, P.O. Box 1571, West Palm Beach, FL 33402.

Are you wondering what this lawsuit is about? A proposed settlement has been reached in a class action lawsuit which claimed that the marketing of certain Kashi products as "All Natural" or "100% Natural" or "Nothing Artificial" was not true. Kashi stands by its marketing and denies that it did anything wrong. If you are a member of the Class in this lawsuit, you may make a claim by mailing or electronically submitting a Claim Form.

Preview

# Great for Business Law, Intro to Law, Intro to Business, and Entrepreneurship class

## NO PREP! Great for a Sub Day OR Remote Learning!

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**Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!**

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

