



**Help us find the unlabeled GMO apple in your grocery store!**

**Genetically engineered apples: Any way you slice it, a rotten idea**

From apple pie to baby's first applesauce and the apple in your child's lunchbox, apples are a core part of a natural, healthy diet. Unfortunately, packages of sliced GMO apples are sneaking onto grocery store shelves — unlabeled, unassessed and unnecessary. We need your help to find where they are!

**What's the GMO apple?** The GMO Arctic apple was genetically engineered to not turn brown when cut. It uses an experimental, unregulated technique which silences the enzyme that causes the apple to oxidize. Apple growers, including the U.S. Apple Association, have spoken out against these apples due to the negative impacts they could have on farmers growing organic and non-GMO apples, and the apple industry.

**Is it safe?** The GMO apple hasn't undergone independent safety testing — instead, regulators relied on the company's own assessment that the apple is safe for human consumption. Scientists believe apples' natural browning enzyme may help to fight diseases and pests, meaning that without it, farmers may have to increase their pesticide use on this new GMO apple. Apples already carry some of the highest levels of toxic pesticide residues. And many of the pesticides used on apples are linked to hormone disruption, reproductive and developmental harm and even ADHD. Some scientists are concerned that the engineered genes may enter our digestive systems and blood.

**Is it sustainable?** In addition to the contamination caused by increased pesticide use, genetically engineered apples may contaminate non-GMO apples, including organic apples. Farmers are also concerned that this "one bad apple" could spoil the whole bunch — harming crops and sales here and abroad.

**Is it labeled?** The packages of sliced GMO apples are not labeled on package, but will have a QR code to scan, and are called "Arctic Apples."

**Is it necessary?** Polls show that 1/3 of people do not want to consume genetically engineered food, and 93% want it to be labeled. There are natural ways to achieve non-browning — browning can be prevented with lemon juice or another source of vitamin C. There is even a non-GMO, non-browning apple called the Opal Apple already on the market. Fortunately, food companies are starting to listen — McDonald's, Wendy's and Gerber have all said they have no plans to sell GMO apples.

**Take Action!** Help us find where the GMO apple is hiding. Check if your store is selling packages of sliced "Arctic Apples," let them know you don't want them to carry it, and then let us know what you learn! Email [foodtech@foe.org](mailto:foodtech@foe.org)