



Sign the Retailer “No GM Apple” Pledge!

“Our company commits to not purchase or sell genetically modified (GM) apples in our store(s).”

Signature: _____

Name (print): _____

Position (you have the authority to sign for the company): _____

Store Name: _____

Store Address: _____

Telephone: _____ Email: _____

Website: _____

Date: _____, 2014

- Yes, please send me a “window cling” for my store window/door**
(The graphic at the top of this page; 4” x 4”, easy to apply and peel off)
- Yes, please send me _____ postcards about the GM apple for our customers**
(See the postcards here: www.cban.ca/content/view/full/1937.)
- Yes, I am including a tax-deductible donation to “CBAN-Tides Canada Initiatives”**
(See www.cban.ca/donate.)

Return to, and for more information and to discuss further:
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www.cban.ca/apple



Backgrounder: The Genetically Modified “Non-Browning” Apple

April 2015

The first genetically modified (GM, also called genetically engineered) apple in the world was approved in Canada on March 20, 2015. The apple is genetically modified to not turn brown after being cut and could be on the market in late 2016.

What is the GM Apple?

The “non-browning” apple is genetically engineered to keep from going brown after being cut. When apple flesh is cut and exposed to oxygen, it begins to brown but the GM apple or “Arctic Apple” will not brown for 15 to 18 days. The company, Okanagan Specialty Fruits, has inserted modified apple DNA and genetic sequences from two bacteria and one virus. The company wants to sell GM Golden Delicious and GM Granny Smith.

Summary: What’s the Problem?

- Consumers don’t want the GM apple
- The GM “non-browning” apple will be misleading to consumers because it will look fresh when it’s not
- Apple growers oppose the GM apple
- Contamination from GM apples is a risk to organic apple production.

Consumers Oppose the GM Apple

Browning in apples is not a problem, it’s helpful information for customers. The “non-browning” GM apples are designed to look fresh when they’re not, and will mislead customers.

- 69% of Canadians don’t want to eat the GM apple (2012 poll, Leger).
- 91% of Canadians want all GM foods labeled (2012 poll, Leger).

Safety Regulation is Inadequate

The company has not conducted any animal feeding trials to test the safety of eating the GM apples. Health Canada does not do any of its own testing but relies on data submitted by the company. All this data is classified as “Confidential Business Information”.

Over 70 stores in BC have already pledged to not sell the GM apple.

Customer Confusion in the Grocery Store

There is no mandatory labeling of GM foods in Canada. The company says that it will make the GM apples identifiable in stores with a sticker that has the corporate “Arctic Apple” logo. Even if the company does as it says, such a sticker is not informative and will easily lead to confusion and mistrust in stores.

Apple Growers Oppose the GM Apple

GM contamination threatens the future of our apples, and the farmers who grow them.

- The BC Fruit Growers’ Association and the Federation of Quebec Apple Producers oppose the GM apple.

There were no consultations with consumers or farmers before the Canadian government approved this product.