

CONSUMER ALERT



Genetically Engineered Fruits and Vegetables in Your Produce Section

A genetically engineered (GE or genetically modified) purple tomato is now being sold in stores owned by Loblaw Companies Limited in Ontario and Nova Scotia: Loblaws, Superstore, and Zehrs. It is not clearly labelled as genetically engineered.

The other GE foods sold in Canadian produce sections are GE sweet corn, GE papaya & a GE pink pineapple.

Genetically engineered purple tomato

This tomato was genetically engineered with two genes from snapdragon flowers to increase the plant's anthocyanin production. Anthocyanins, a type of flavonoid that has antioxidant properties, make this tomato purple. There are already many non-GM purple tomatoes on the market that have high anthocyanins, along with other purple fruits and vegetables like blueberries and eggplants.

Companies are actively testing the consumer market to launch many more future genetically engineered fruits and vegetables.

If you object to GE fruits and vegetables in your produce section, contact Loblaws today.

cban.ca/LoblawsAction

How to identify this GE purple tomato

There are many non-GE purple tomatoes and other colourful non-GE tomatoes on the market but this genetically engineered tomato has a very **deep purple color inside and outside**.

It is being sold in stores owned by **Loblaw** Companies Limited in Ontario and Nova Scotia: Loblaws, The Real Canadian Superstore, Atlantic Superstore, and Zehrs.

It is called the “**Empress**” tomato and is sold in clear plastic boxes with purple branding.

It is grown and distributed by the Canadian company **Red Sun Farms**.

It is not labelled as genetically engineered or genetically modified but there is a small logo on the bottom left of the package that says “**bioengineered**” which is the US government requirement for labelling genetically engineered food. There is no Canadian requirement to label genetically engineered foods.

The branding on the package also says it is a “**Patented Technology**” which refers to the fact that the tomato has a new, patented gene sequence. Patenting means that the company owns the new gene sequence and it is illegal to save and use the tomato seeds without permission from the company.

For more information see cban.ca/purple-tomato



Most genetically modified foods sold in Canada are processed food ingredients from corn, canola and soy.

There are four genetically engineered fresh foods that could be in your grocery store:

1. **GM purple tomato** in plastic boxes branded “Empress,” grown and distributed in Canada by Red Sun Farms. Sold in Loblaws stores.
2. **GM sweet corn** grown in Canada and the US may be in some stores. Our testing of fresh sweet corn in Canadian grocery stores shows that there is very little GM sweet corn present in the produce section.
3. **GM papaya** grown in Hawaii, US. Most papayas imported into Canada are from other countries where GM papayas are not grown.
4. **GM pink-fleshed pineapple** grown in Costa Rica. Sometimes branded with a pink ribbon or pink box, grown and sold by Del Monte.



For more information and to take action see cban.ca/ProtectOurProduce

GM Foods on the Market in Canada

GM Food in Canada	Where	What
1. CORN	In processed food and animal feed, and a very small amount of GM sweet corn	<i>Herbicide-tolerant & insect-resistant</i>
2. CANOLA	As oil in processed food and animal feed	<i>Herbicide-tolerant</i>
3. SOY	In processed food (not in tofu or soy milks)	<i>Herbicide-tolerant</i>
4. SUGARBEET (white)	Processed into sugar	<i>Herbicide-tolerant</i>
5. ALFALFA	Animal feed	<i>Herbicide-tolerant & low-lignin</i>
6. PAPAYA	Imported from the US or China	<i>Virus-resistant</i>
7. PINEAPPLE (pink)	Whole pineapple, in a few grocery stores	<i>Pink coloured flesh</i>
8. TOMATO (purple)	Whole purple tomatoes in plastic boxes, brand “Empress” from Red Sun Farms	<i>Deep purple colour</i>
GM Foods Coming Soon?		
SALAD GREENS	Packaged fresh salad greens, lettuce mixes	<i>Mustard greens with less pungent flavour</i>
STRAWBERRIES	Fresh strawberries	<i>Longer harvest season, longer shelf life</i>
APPLE	Bagged sliced apples sold in the US	<i>Non-browning</i>
POTATO	Innate brand “White Russet” sold in the US	<i>Non-browning, less acrylamide</i>

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cban.ca/gmfoods



The **Canadian Biotechnology Action Network (CBAN)** brings together 14 groups across Canada to research, monitor and raise awareness about issues relating to genetic engineering in food and farming. CBAN is a project on the shared platform of MakeWay Charitable Society.