

How to Join the GMO Apple Scavenger Hunt

Thank you for joining thousands of people across the Midwest to look for the GMO Arctic Apples!

Here's what to do:

- 1) Go to your local grocery store between November 7 - December 1
- 2) Look for the yellow packages of sliced Arctic Apples. They look like the yellow package in the image below.



- 3) Check the produce section first. If you don't find them, politely ask a customer service representative if the store is selling packages of sliced Arctic Apple.
- 4) If the answer is **YES**, please take a picture of the package and email us (campaigns@organicconsumers.org) the name and location of the store and the photo!
- 5) If the answer is **NO**, say thank you. Then explain why you hope the store will not carry the product in the future.

Sample Script:

"Hi, I'm looking for the new packages of sliced Arctic Apples. Is this store carrying them? Would you direct me to where I can find them?"

Follow-up talking points:

- **What's the GMO apple?** The GMO Arctic apple was genetically engineered to not turn brown when cut. It uses a technique which silences the enzyme that causes the apple to oxidize.
- **Is it safe?** The GMO apple hasn't undergone independent safety testing. Scientists believe that the GMO apple may require a higher use of pesticides to compensate for its compromised natural immune system.
- **Is it necessary?** Polls show that 1/3 of people do not want to consume genetically engineered food, and 93 percent want GMO foods and ingredients to be labeled.
- **Is it labeled?** The packages of sliced GMO apples are not labeled on package. The only way to know the apples are GMO is to scan a QR code.

More on the GMO apple here. <https://www.organicconsumers.org/essays/frankenapple-bad-news-no-matter-how-you-slice-it>