



ABOUT THIS BUTTON

One of the biggest, if not the biggest issue, facing the natural foods industry today is GMOs (Genetically Modified Organism). There are a number of organizations working towards educating the public about GMOs. It is important that as an industry we act together to let our voices be heard on this issue. It is especially important for retailers to work together in order to educate consumers about this very important topic.

What is a GMO? A GMO (Genetically Modified Organism) is an organism whose DNA has been altered using genetic engineering. New genes that do not occur in nature are created in a laboratory and added to the genetic material (DNA) of an otherwise natural organism. The result is an organism that has properties that do not occur in nature, but that are beneficial for the commercial production of that organism. Specifically, much of the corn and soy grown in the United States is genetically modified to produce their own pesticides and, thus, do not have to be sprayed and can be produced much more cheaply.

At Jimbo's...Naturally! we are opposed to the use of GMOs in food because it is unclear what the effect of genetic modification will be on the human body and the environment. At the very least we would like to see packaging that allows consumers to make their own choices on the matter. Currently there is no way to know if there are GMOs being used in non-organic products. We feel, along with millions of other Americans, that Mother Nature should not be messed with.

Non-GMO Day on 10-10-10 was originally conceived by Jimbo Someck, owner of the Jimbo's...Naturally! stores in San Diego. As a founding member of INFRA (Independent Natural Food Retailers Association), Jimbo approached Corinne Shindelar (CEO of INFRA), Michael Funk (Chairman of the Board of UNFI) and Megan Westgate (Executive Director of the Non-GMO Project) with the idea of establishing a Non-GMO Day. The idea would be to encourage all retailers to first and foremost educate their customers about GMOs. Secondly, retailers are being asked to promote as many non-GMO products as possible during that day and for the entire month of October. Lastly, we would like to raise money for the Non-GMO Project to help further their efforts in this arena (some stores are donating 5% of their day's sales or a dollar amount). Everyone agreed that this would be a great idea and what we all need to do to get the ball rolling.

In that vain, Corinne brought it up to the INFRA membership to endorse the 10-10-10 idea. The concept was extremely well received. While INFRA was the first organization to endorse the day, we are hoping that there will be many others to follow.

For more information,
visit nongmoproject.org.

