

NON GMOS

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MY NON GMO HERO

JOHN ROULAC. FOUNDER OF NUTIVA. FOUNDER OF GMO INSIDE. ANTI -GMO ACTIVIST. IS THERE ANYTHING
THIS MAN CAN'T DO?



THIS NAME MAY SOUND FAMILIAR, AS HE WAS A PART OF THE SOIL CHALLENGE. WELL, HE DIDN'T STOP THERE!
HIS COMPANY, NUTIVA, PRODUCES ALL NON GMO PRODUCTS, MOST NOTABLY HEMP FOODS AND COCONUT
OIL.



MOST COMPANIES PUT PROFIT FIRST AND PEOPLE SECOND, BUT HE HAS DEMONSTRATED THAT HE GENUINELY CARES ABOUT HIS CUSTOMERS BY PROVIDING THEM WITH ALL ORGANIC, NON GMO PRODUCTS THAT ARE GOOD FOR YOUR HEALTH! HE ALSO HELPED TO FOUND THE HOME COMPOSTING MOVEMENT AS WE KNOW IT TODAY, AND IS AN ADVOCATE FOR HEMP BASED PRODUCTS(YET ANOTHER PGC HE RELATES TO). HE HAS EVEN FOUNDED THREE NONPROFIT ECOLOGICAL GROUPS, INCLUDING THE NUTIVA NOURISH FOUNDATION!



MORE THAN ANYTHING, THOUGH, HE HAS MADE IT HIS MISSION TO SPREAD AWARENESS ABOUT THE DANGER OF GMOS! HIS COMPANY, GMO INSIDE FOCUSES ON RAISING CONSUMER AWARENESS THROUGH SOCIAL MEDIA- DEFINITELY A HUGE PLATFORM!



THEY ARE HOUNDING BIG FOOD COMPANIES TO TAKE THE GMOs OUT OF THEIR PRODUCTS AND MAKE FOOD THAT IS GOOD FOR OUR HEALTH AND THE ENVIRONMENT. THEY HAVE TARGETED COMPANIES LIKE CHEERIOS, HERSHEY, AND GIRL SCOUT COOKIES- EVERYDAY BRANDS THAT YOU ORDINARILY WOULDN'T THINK TWICE ABOUT, BUT CAN HAVE A DETRIMENTAL EFFECT ON YOUR HEALTH.



SOME OF THEIR CURRENT PROJECTS ARE AIMED AT STOPPING GENETICALLY ENGINEERED WHEAT, WHICH MANY OF US EAT EVERY DAY. A VERY IMPORTANT PROJECT IS GETTING GMOs OUT OF BABY FORMULA- THIS IS CRITICAL, BECAUSE BABIES ARE IN THE MOST IMPORTANT STAGE OF DEVELOPMENT AND NEED TO BE GETTING PROPER NUTRITION!



Who's making your
baby a lab rat?

Our babies deserve
better than GMOs

GMO INSIDE!

THEY DON'T JUST FOCUS ON GMOs, THOUGH- THEY ALSO FOCUS ON REDUCING LARGE COMPANIES' ENVIRONMENTAL IMPACT THROUGH WATER REGULATION AND REDUCTION OF ANIMAL AGRICULTURE.



ROULAC COULD HAVE CHOSEN TO TURN HIS BACK ON THE ENVIRONMENTAL AND HEALTH PROBLEMS THAT EXIST IN OUR SOCIETY; HE IS CERTAINLY RICH ENOUGH THAT HE COULD SIMPLY BUY ORGANIC AND NOT BE AFFECTED. HOWEVER, HE DIDN'T DO THAT- HE DECIDED THAT HE HAD A RESPONSIBILITY TO IMPROVE THE WORLD. JOHN ROULAC HAS DEDICATED HIS VAST RESOURCES TO A WORTHY CAUSE- AND HE IS MAKING THE WORLD A MUCH BETTER PLACE FOR IT!



SOCIAL MEDIA

