



# Day 23: Non-GMO GREENER

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A photograph of Gary Hirshberg, a man with grey hair, smiling and crouching in a field of tall green grass. In the background, a black and white cow is visible. The image is split diagonally, with the top-left portion being a dark, semi-transparent overlay containing text.

## Gary Hirshberg

Gary Hirshberg is the chairman and former president/CEO of Stonyfield Farms, the nation's leading organic yogurt company. I am inspired by Gary because he founded Stonyfield Farms from the beginning and has worked to teach sustainability efforts, and the importance of small family farming through this yogurt company. From starting this company and branching out, Gary has been handed many opportunities to speak out about GMOs and sustainable food production. Gary was even featured in the Food Inc. Documentary which I watched in my social issues class when I was a freshman. For me, Gary has shown that with hard work you can really make a difference in the food and sustainable industries.

# Infographic and Video

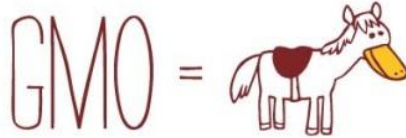
Video Link:

[https://www.youtube.com/watch?v=M\\_ztZGbLEJO](https://www.youtube.com/watch?v=M_ztZGbLEJO)



## WHAT IS A GMO?

GOOD QUESTION! LET'S PRETEND YOU ASKED IT.



**GMO = GENETICALLY MODIFIED ORGANISM**

A GENETICALLY ENGINEERED LIFE FORM THAT CAN'T ACTUALLY OCCUR IN NATURE. KIND OF LIKE THIS HORSE-DUCK.

### WHY DO THEY EXIST?

HORSE-DUCKS? HORSE-DUCKS DON'T ACTUALLY EXIST...YET. BUT GMO CROPS EXIST BECAUSE THEY'RE ABLE TO RESIST THE PESTICIDES AND HERBICIDES THAT FARMERS USE TO PROTECT THEIR CROPS. AS A GENERAL RULE, I LIKE TO AVOID ANY WORDS ENDING WITH "CIDE."

**91%**  
OF AMERICANS WANT  
LABELS ON GMO PRODUCTS

**80%**  
OF ALL PROCESSED FOODS  
IN THE US CONTAIN GMOs

**53%**  
OF AMERICANS SAID THEY  
WOULDN'T BUY FOODS  
CONTAINING GMOs



60 COUNTRIES\* HAVE EITHER BANNED THE USE OF GMOs, OR REQUIRE THEM TO BE LABELED. \*GUESS WHICH COUNTRY ISN'T ON THAT LIST. HINT: IT RHYMES WITH "SHIMMERICA."

## ENVIRONMENTAL IMPACT



**SUPER WEEDS**

THE OVERUSE OF HERBICIDES HAS LEAD TO STRONGER, BIGGER WEEDS. THE ONLY SOLUTION: STRONGER, BIGGER GOATS.



**SUPER BUGS**

BUGS ARE ALSO GROWING RESISTANT TO PESTICIDES, CREATING A TERRIFYING RACE OF SUPER BUGS. IN RELATED NEWS, WE'VE BEGUN INVESTING IN OVERSIZED MOSQUITO NETS.



**SUPER VILLAINS**

GENETICALLY MODIFIED ORGANISMS COULD POTENTIALLY TAKE THE FORM OF A MUTANT SUPER VILLAIN HELL-BENT ON WORLD DOMINATION.

**CHOOSE PRODUCTS WITH A LABEL**



TO HELP FIGHT AGAINST GMOs, BUY PRODUCTS THAT LABEL THE USE OF GMOs. OR VISIT [JUSTLABELIT.ORG](http://JUSTLABELIT.ORG) TO LEARN MORE AND JOIN THE CAUSE.

# My Take-Away:

