

JUST LABEL IT.



Gary Hirshberg

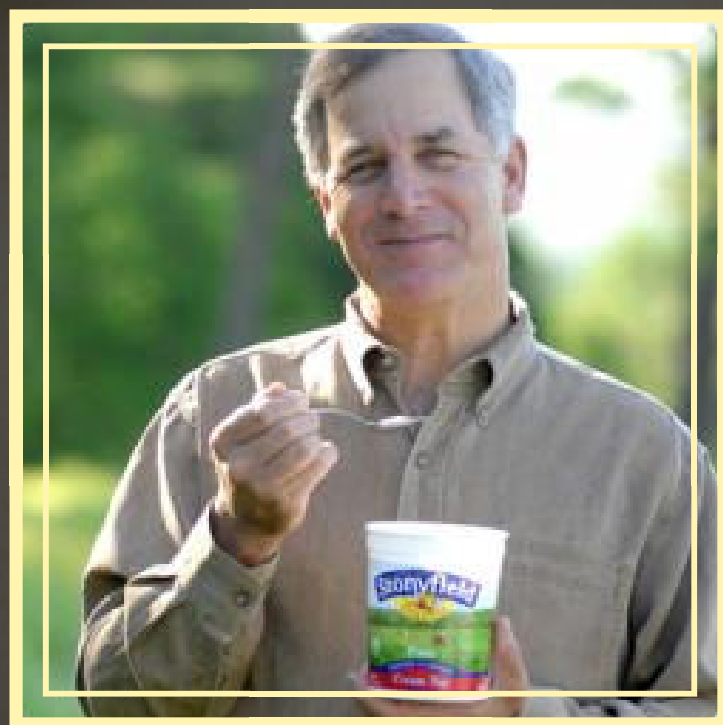


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Gary Hirshberg is the former president of Stonyfield Organic and leader of the "Just Label It" movement. He is an active believer of anti-GMO products and promotes organic foods as safer and healthier. Some claims he makes are that children who eat organic have less of a risk of developing disorders and that organic foods are more sustainable than conventional. Always having these beliefs, Hirshberg authored multiple books on organic farming and renewable energy. He was also affiliated with New Alchemy Institute and the US Fish and Wildlife Service. He eventually became president of Stonyfield Organic.

After some time, Hirshberg made a bold move to step down from his position and focus on the political advocacy of his true beliefs. Now, he is campaigning to have all GMO foods labelled.



An admirable but rare quality is sticking to your beliefs no matter what others think. Gary Hirshberg stood by his anti-GMO beliefs throughout his whole life. Resigning from a high position to advocate his beliefs, no matter how other perceive him, is a courageous move. He inspires us to stick to our morals no matter others.

LINK TO INFORMATIONAL VIDEO ON GMO IMPACT:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=NBKOTRWNDPY](https://www.youtube.com/watch?v=NBKOTRWNDPY)

LINK TO INFORMATIONAL ARTICLE ON GMO IMPACT:

[HTTP://SITN.HMS.HARVARD.EDU/FLASH/2015/WILL-GMOS-HURT-MY-BODY/](http://sitn.hms.harvard.edu/flash/2015/will-gmos-hurt-my-body/)

INFOGRAPHIC

A GMO IS:

the direct human manipulation of an organism's DNA in a laboratory environment.

GMO?

Genetically Modified Organism

A GMO IS NOT:

Plants and animals that are traditionally bred to achieve specific characteristics such as breeding dogs or cross-pollination of plants



SCIENCE OF GMOS

Genetic modification may include the **ADDITION OF DNA** from species that would **NOT BREED** in nature.

Genetic modification may also involve **REMOVING SPECIFIC STRANDS OF DNA**.

Cross-species—or transgenic—genetic manipulation has gone so far as to **COMBINE FISH DNA WITH STRAWBERRIES** and tomatoes.



GMO foods have only existed in groceries since the late 1990's.

GMO life can be **patented**

GMO varieties of corn and potatoes are engineered to **PRODUCE THEIR OWN PESTICIDES**.

STUDIES OF GMOS

NO LONG-TERM TESTING.

It took decades for the dangers of Trans-Fats (another artificial food) to become understood.

Mice fed GM pesticide-producing corn over four generations showed **ABNORMAL** structural and chemical changes to various organs and significantly reduced fertility.



Pesticide-producing GMO crops have led to **RESISTANCE IN INSECTS**.



TRANSGENIC DNA HAS BEEN FOUND IN **90% OF WILD CANOLA** IN NORTH DAKOTA

herbicide-resistant crops can cross-pollinate to create **HERBICIDE-RESISTANT WEEDS**.

SOURCES: <http://www.thefoodproject.com/foodscience/andhealthvol.php>

PREVALENCE OF GMOS

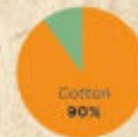
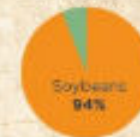
You probably eat GMOs **EVERY DAY**.



30,000

different GMOs exist on grocery store shelves (largely because of how many processed foods contain soy.)

PERCENT OF GMOS IN TOTAL CROP PRODUCTION 2011 (USA)



PUBLIC OPINION OF GMOS

Polls consistently show that a significant majority of North Americans would **LIKE TO BE ABLE TO TELL** if the food they're purchasing contains GMOs

OUT OF A CBS NEWS POLL:



87% want GMOs labelled



53% would not buy genetically modified food

NATIONAL OPINIONS OF GMOS:

The USA is the **largest** producer of GMO crops and **does not mandate** labels for GMO food.



In 30 other countries, there are bans or restrictions on the production of GMOs, because they are **not considered proven safe**.

DESIGN BY MCKENZIE LONG AT CARDINAL INNOVATIVE

