

## A GMO IS:

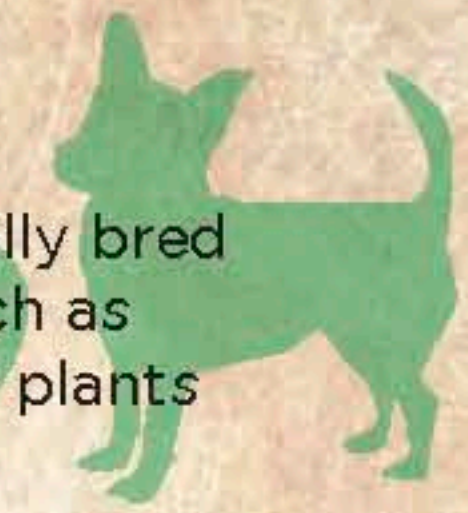
the direct human manipulation of an organism's DNA in a laboratory environment.

# 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

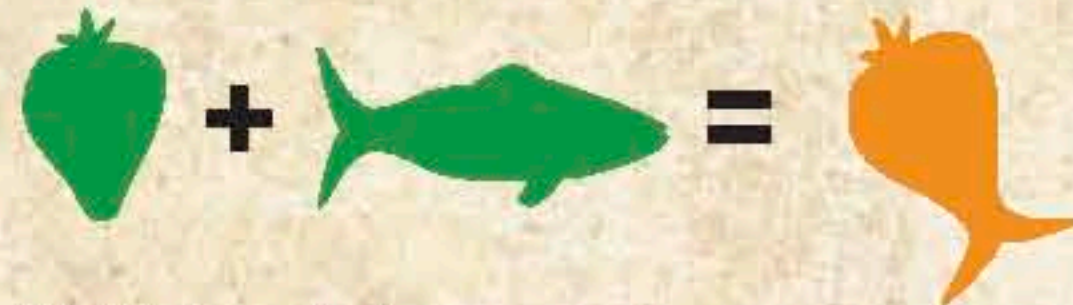


## SCIENCE OF GMOS

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

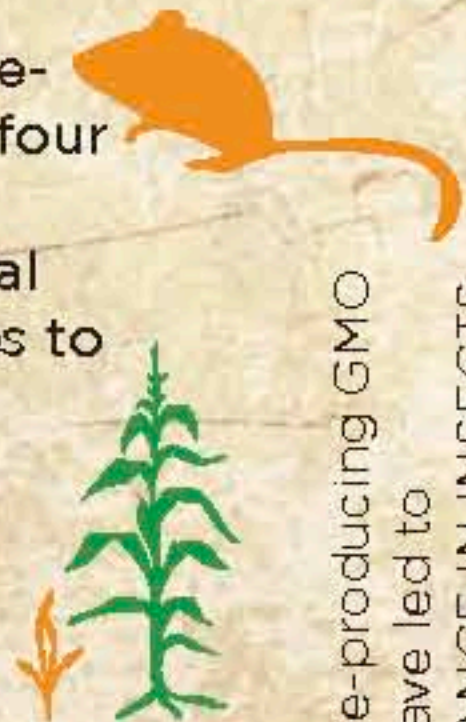
GMO varieties of corn and potatoes are engineered to **PRODUCE THEIR OWN PESTICIDES**.

## 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**.

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



TRANGENIC DNA HAS BEEN FOUND IN **80%** OF WILD CANOLA IN NORTH DAKOTA

SOURCES: <http://peeltheorange.com/pressroom/gmofactsheet.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