



## Brighter Day Takes a Stand on Non-GMOs

**Genetically Modified Organisms (GMOs)** are plants or animals that have their DNA changed at the genome level. This type of genetic alteration is not found in nature and is experimental. **Brighter Day believes GMOs are unsafe and ecologically unsound, and that the long-term effects of these foods on the human body have not been studied sufficiently.** Forty percent of the world's population, including the entire European Union, already label genetically engineered foods. But here in the United States, these ingredients are not labeled even though as much as 80% of conventionally processed food in the U.S. contains GMOs.

**Brighter Day has been contributing to and participating in the Non-GMO Project since the beginning. The Project began as an initiative of independent natural foods retailers** who were interested in providing their customers with more information regarding the GMO risk of their products. As the Project evolved, it became clear that in order for the initial vision of standardized labeling to be possible, a 3rd party verification program was needed that would identify products compliant with a uniform, consensus-based definition of non-GMO.

With the help of technical consultants Food Chain Global Advisors, and fueled by the passion of a dynamic array of industry leaders, **the Non-GMO Project has successfully created a collaborative non-GMO verification program** that began enrolling products in the fall of 2008. Working at every level of the supply chain, all the way back to the seeds, the Project's role is to inspire and ensure viable non-GMO alternatives long into the future.

Brighter Day is concerned about GMOs in our products and **we feel that you have the right to know if products have GMOs.** We are asking the companies we carry in the store to not use GMO sourced ingredients, and we have a plan to weed out companies that don't comply. This is not an overnight process but we are committed to replacing products containing GMOs with better Non-GMO products. We are starting with high-risk GMO products like corn and snacks that target children. We feel that Brighter Day along with other independent retailers should lead in taking a stand on this very important food issue.

When shopping, you as an informed consumer should look for the Non-GMO verified logo or USDA organic logo. High risk food that may have GMO ingredients or derivatives are alfalfa, corn, flax, rice, sugar beets, zucchini, yellow summer squash, canola, cotton, papaya and soy. Go to [www.nongmoproject.org](http://www.nongmoproject.org) and [www.justlabelit.org](http://www.justlabelit.org) to learn more about this important issue concerning our food from the farmer to your table.

