



Wild Oats Market GMO Policy

Wild Oats Market is a cooperative business that values and supports sustainable living practices and social responsibility in business. In keeping with these values, we:

- implement programs to make healthy food accessible to everyone in our community;
- source and sell organic and local foods and other products to the extent we are able;
- support like-minded organizations through food and monetary contributions;
- advocate for transparency in the food industry;
- and adhere to a policy of transparency in our communications and business practices.

Wild Oats Market supports mandatory labeling of genetically engineered foods and legislation that would prevent foods containing GMOs* from being labeled as “natural.” The co-op has publicly voiced its support for the *Just Label It* and *Mass Right to Know GMO* campaigns. Wild Oats strives to stay informed about the latest developments in GMO labeling, and to share this information with our members and customers through our web site, social media, and in our newsletter. We are a member of NCG (National Cooperative Grocers), which advocates on behalf of food co-ops for the labeling of GMOs.

Due to the unchecked introduction of genetically modified crops into our food system, it can be difficult to know for certain if foods are truly free of GMOs. Wild Oats Market addresses this challenge by offering a wide selection of organic and local products in whose quality we are confident:

- More than 85% of our produce is organic (and more than 95% is local during the growing season).
- Our Prepared Foods Department makes a strong and continuous effort to avoid ingredients that contain GMOs. Products that clearly contain GMOs have been eliminated from the department’s ingredient lists, and the department does not knowingly bring in new products that contain GMOs. We use only organic or non-GMO project verified corn, soy and canola products (this applies to the tofu used on the hot bar, cooking oils, mayonnaise and other ingredients.) Our prepared foods are made with local and organic ingredients whenever possible; and the ingredients in each item are listed in detail on the product and on the daily menus posted at the hot bar.
- Our bakery uses high-quality ingredients including non-hydrogenated, all-vegetable shortening; non-bromated flour; organic and fair-trade fruits and berries; and vegetable-based dyes. For sweeteners, our bakery and deli use only cane sugar, agave, brown rice syrup and 100% pure maple syrup. We do not use beet sugar or corn syrup.
- Our meats and poultry are sourced from local, regional, and family-owned farms that raise their animals naturally and humanely, without the use of added hormones or antibiotics. Our meats are labeled in detail according to their attributes—for example,

pasture-raised; minimal processing; and whether the animals were raised on vegetarian or non-GMO feed.

With hundreds of products on our shelves, a product mix that changes frequently, and with genetically engineered ingredients being quietly introduced into products on a regular basis, it is not possible for us to monitor continuously all the products that we stock for GMO content.

Instead, we help our customers make informed decisions about the products they choose by offering information on foods that are likely to contain GMOs and on ways to avoid GMOs in the foods they eat. The choice of what foods to buy, and ultimately what foods we stock on our shelves, is up to the customer. If a product does not sell, we stop carrying it and replace it with something else.

Tips on How to Avoid GMOs in the Food You Buy

Look for the USDA Certified Organic label. Organic standards do not allow the inclusion of GMOs in any product with organic content certified by the USDA.

Eat fresh, whole foods. Most fruits and vegetables are non-GMO. Choose certified organic when purchasing produce that has genetically engineered varieties on the market: corn, soybeans, papaya, zucchini, and yellow squash.

Look for the non-GMO Verification Project** seal. This seal indicates that the product has been independently verified as being free of GMOs. The Non-GMO Project is North America's only third-party verification and labeling system for non-GMO food and products. Visit the [Non-GMO Project web site](#) for information on GMOs and to find out [if a particular product is non-GMO project verified](#).

When checking for GMOs, be sure to look at the ingredients list. It is estimated that in the U.S., GMOs are in as much as 80% of conventional processed food.*** If the product is not organic, check for the following ingredients, in which GMOs are commonly found:

Oil: canola, corn, cottonseed and soybean

Sugar: high fructose corn syrup and beet sugar (cane sugar is not genetically modified)

Corn and Soy: corn meal, maltodextrin, tofu, tempeh and texturized vegetable protein

Meat & Dairy: unless Certified Organic, most livestock are fed genetically-modified corn, soy and alfalfa

For more information, download the [True Food Shopper's Guide](#) from the Center for Food Safety.

How You Can Help the GMO Labeling Effort

National surveys indicate that 93% of Americans believe that genetically modified foods should require a label. The FDA's position is that GMO foods are substantially equivalent to unmodified, "natural" foods and therefore not subject to FDA regulation.

It appears that mandatory GMO labeling will not happen without the clear and persistent support of the American public. You can show your support for labeling on the [Mass Right to Know GMO](#) web site and on the [Just Label It](#) campaign web site.

*A **GMO** (Genetically Modified Organism) is an organism whose genome has been altered by the

*techniques of genetic engineering so that its DNA contains one or more genes not normally found there.
Note: A high percentage of food crops, such as corn and soybeans, are **genetically modified**.
(source: Dictionary.com)*

***The Non-GMO Project is a nonprofit multi-stakeholder collaboration committed to preserving and building sources of non-GMO products, educating consumers, and providing verified non-GMO choices. The Non-GMO Project Verified seal indicates that the product has been produced according to rigorous best practices for GMO avoidance, including testing of high-risk ingredients.*

**** Source: "[GMO Facts](#)," Frequently Asked Questions section of the Non-GMO Project Verification web site.*