

Make Informed Buying Decisions

Non GMO Project Verified



This verification seal indicates that the product bearing the seal has gone through the Non-GMO Project's verification process. Verification is an assurance that a product has been produced according to consensus-based best practices for GMO avoidance. The Non-GMO Project also provides educational materials which you'll find displayed in both of our Co-op locations. www.nongmoproject.org

Certified Organic Labels

The US government does not allow manufacturers to label something organic if it has been genetically modified or been fed genetically modified feed. This applies to products labeled and certified to be 100%, 95%, or 90% organic. There are many trusted organic certification institutions, the most common of which are pictured here. Find more information at www.ams.usda.gov/AMSv1.0/nosb



Avoid High-Risk Items

If your food does not contain high-risk items, it is reasonable to assume it does not contain GMOs. See the list of high-risk ingredients on reverse.

Join Us in the Movement to Label GMOs.

Get Involved & Learn More:

www.nongmoproject.org

www.justlabelit.org

www.non-gmoreport.com



This brochure was produced on recycled paper using organic inks. No conventional film, plates or related hazardous chemicals were used.



www.northcoastco-op.com

In Arcata | 811 I Street | 707.822.5947

In Eureka | 25 4th Street | 707.443.6027

The North Coast Cooperative is a member-owned community market guided by cooperative principles emphasizing a diverse selection of organic, bulk, and local food products. The Co-op provides consumer education so that shoppers can make informed choices. The Co-op promotes community building and environmental sustainability while maintaining financial stability. The foundation of our work is meeting member needs.

— THE NORTH COAST CO-OP —

INTRODUCING OUR NEW



INSIDE

The Co-op's Official GMO Policy

Listing of High-Risk GMO Ingredients

The Non-GMO Project & Organic Guide

Get Involved with the Movement to Label GMOs



Arcata | Eureka | www.northcoastco-op.com

Our GMO Policy is intended to pressure vendors and regulatory agencies to label food and supplement products that contain GMOs (genetically modified organisms).

Policy last updated July 31, 2013

Official GMO Policy as of June 1, 2013

Due to the introduction of genetically modified crops into our food system, and the lack of mandatory labeling regulations, it has become difficult to know for certain if foods are truly free of Genetically Modified Organisms (GMOs). We recognize that our members are concerned about the potential negative health and environmental effects of GMOs. They expect to be able to find products that are free of GMOs at our stores and we are endeavoring to meet that expectation to the best of our ability. In addition, we feel we can strongly influence vendors and regulatory agencies to label GMOs if we band together with other co-ops.

In order to influence the regulation of GMO labeling, we are no longer knowingly accepting *new* non-organic¹ products that include GMO high-risk items in their ingredient list, unless they are verified by The Non-GMO Project² or can provide to us a detailed description of the measures they have taken to avoid GMO contamination. With the exception of WIC³ items, this new policy applies to all departments with ingestible products. In addition to basic purchasing, we will do the following to further pressure vendors to label GMO products:

- We will no longer promote products that are at high risk for containing GMOs on end caps or in stacks; this applies to all products, not just new products, and includes promotional programs such as Speed-to-Market.
- We will work to ensure that all Co-op private label products—not just new products—are free from ingredients that are at high risk for containing GMOs.
- We will work to ensure that all products—not just new products—used in our Bakery and Deli recipes are free from high risk GMO ingredients.

- We will not include products that are at high risk for containing GMO ingredients in our Co-op Basics program; this applies to all products, not just new products.
- We will not carry products that are themselves, nor contain ingredients made from, genetically engineered animals; this applies to all products, not just new products.

We realize that in two stores with thousands of products, an ever changing landscape in organic practices, and the introduction of new GMO products regularly, we will need to make our GMO policy a living document that changes over time with each new development. We intend to enlist the help of our membership to aid in identifying high risk GMO ingredients in order to maintain educational materials for use in employee training and member education.

At some point, if a vendor decides to voluntarily label their non-organic, non-Non-GMO Project verified product as containing GMOs, we will allow that product on our shelves. Our goal with this policy is to influence labeling; if vendors voluntarily label GMO ingredients, then we have met our objective of providing transparency for our shoppers. The Co-op strives to provide education and information allowing the customer to make an informed decision. The exception, however, is in our Prepared Food (deli and bakery) and Meat departments, in which we are working to ensure recipes are free from ingredients at high risk for containing GMOs, whether they are labeled GMO or not.

At which time vendors begin to voluntarily label their ingredients as GMO, or a government mandate is set, we will reassess the need for this policy.

1. For the purposes of this policy, "organic" refers to "100% USDA organic", "95% USDA organic", "organic", "made with organic ingredients" and includes other certifying agencies such as Oregon Tilth or CCOF. According to the USDA's National Organic Program, even the non-organic ingredients in organic products must be GMO-free.

2. 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 products have been produced according to rigorous best practices for GMO avoidance, including testing of high-risk ingredients. The

North Coast Co-op is enrolled as a Supporting Retailer with the Non-GMO Project in order to provide non-organic non-GMO options for our customers, as well as to provide educational material for how to avoid GMOs. In addition, the most up-to-date information regarding non-GMO options can be found at www.nongmoproject.org.

3. WIC refers to the USDA's supplemental nutrition program called Women, Infants and Children, which serves low-income pregnant, postpartum and breastfeeding women, and infants and children up to age 5 who are at nutritional risk. The North Coast Co-op is a participating retailer in the WIC California program. ■



Look for These High Risk Ingredients to Avoid GMOs (Genetically Modified Organisms)

Non-organic crops at high-risk for being GMO, including but not limited to:

- canola (rapeseed)
- corn
- cotton
- soy
- sugar beets
- papaya (from Hawaii)
- zucchini
- yellow summer squash
- apples (pending legislation)

Non-organic ingredients derived from crops at high-risk for being GMO, including, but not limited to:

- amino acids
- artificial flavoring
- ascorbic acid
- aspartame
- citric acid
- corn starch
- ethanol
- hydrolyzed vegetable protein
- lactic acid
- maltodextrin
- molasses
- monosodium glutamate
- natural flavoring
- natural spices
- sodium ascorbate
- sodium citrate
- soy lecithin
- spices
- Textured Vegetable Protein (TVP)
- vitamin C
- vitamin capsules
- xanthan gum
- yeast products
- high-fructose corn syrup

Animals at high-risk for being genetically engineered include, but are not limited to:

- Salmon (pending legislation)

**This policy does not apply to animals that are fed GMO feed, only animals that are genetically engineered.*