

# THE CAMPAIGN FOR HEALTHIER EATING IN AMERICA



Dear Retailer,

This October, natural foods retailers will be celebrating the first ever **Non-GMO Month** and a nationwide **Non-GMO Day** on **10.10.10**. The event, organized by independent retailers, co-ops, and other natural food grocers, will feature month long promotions on **Non-GMO Project Verified** products and consumer education materials such as the Non-GMO Shopping Guide and Non-GMO Education Center produced by the the Institute for Responsible Technology.

**At the end of 2009, Supermarket News predicted an upsurge in consumer awareness and concern about GMOs in 2010, due in large part to the Non-GMO Shopping Guide available in print, online and as the iPhone App ShopNoGMO.**

This is the time to give your loyal customers the information they need to help **make it easy to buy non-GMO products** and support the natural food industry's push to eliminate GMOs with:

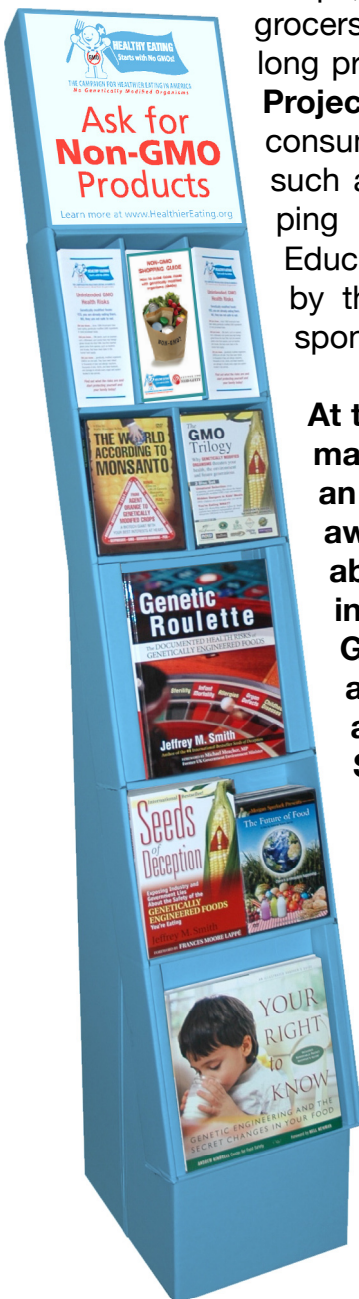
## Three easy steps:

1. Order the Non-GMO Education Center and place it in a high traffic area. The refillable display includes popular GMO-related books and DVDs plus **free** Non-GMO Shopping Guides and GMO Health Risks Brochures. email [info@responsibletechnology.org](mailto:info@responsibletechnology.org) or call 641 209-1765
2. Empower and train your staff with our **free** staff training materials, including an audio CD and a fun quiz, which help them answer questions from your customers.
3. Educate Customers. Organize a free public showing of the blockbuster documentary, *The World According to Monsanto*, in your store or at a local venue. Add GMO information to your website, newsletter by downloading our **free** news articles, streaming video and audio, non-GMO eating tips, and other materials.

**Visit our website and stay up-to-date**  
<http://www.responsibletechnology.org>

As a thank you for your support, **Download** our free Retailer Campaign Kit and more from our website. Learn about retailers who are pioneering Non-GMO Days, Non-GMO Cooking Classes, and outreach to parents, healthcare professionals, and others.

Start a GMO committee, charged with finding creative new ways to contribute to the growing 10.10.10 momentum. Use our film Showing Guide complete with handouts to channel newfound audience enthusiasm into effective community action.



# Non-GMO Education Center Materials

## PRICE EACH

QTY	ITEM	DESCRIPTION	RETAIL	WHOLESALE
1	Complete Non-GMO Education Center	Floor Display (13.25"W x 17.5"D x 70"H, includes removable 12" header)	\$331.30	\$198.72
150	Non-GMO Shopping Guide	3.5" x 6" – 16 pp.	FREE	FREE
150	Health Risks Brochure	8.5" x 14" – 4-fold	FREE	FREE
6	The World According to Monsanto	DVD/CD sets The most powerful indictment against Monsanto and GMOs so far, this widely-praised European documentary is inspiring a worldwide wave of anti-GMO sentiment. Bonus material includes an important film on rBGH bovine growth hormone and an audio CD by Jeffrey M. Smith on GMO health dangers.	\$19.95	\$12.00
2	The GMO Trilogy	2 DVDs/CD sets Includes: Unnatural Selection (DVD), an award-winning film on GMO impacts; Hidden Dangers in Kids' Meals (DVD) on GMO risks for kids; and You're Eating WHAT? (audio CD) on health dangers and industry manipulation.	\$14.95	\$8.00
2	Genetic Roulette	Hardcover by Jeffrey M. Smith. Considered the most comprehensive presentation of the health dangers of GM foods, this globally acclaimed book shatters the biotech industry's claim that their GM crops are safe. Cleverly designed summaries and two-page spreads allow for a quick scan or an in-depth read.	\$27.95	\$16.80
2	Seeds of Deception	Paperback by Jeffrey M. Smith. The world's bestselling #1 rated book on genetically modified foods exposes how the perfect storm of industry manipulation and political collusion allowed dangerous GMOs into our diet and culture.	\$17.95	\$10.80
2	The Future of Food	2 DVDs. This popular influential film investigates how multinational corporations seek to control the world's food system through patented, genetically engineered food. NOW DISCOUNTED.	\$19.95	\$12.00
2	Your Right to Know	Paperback by Andrew Kimbrell. This comprehensive book, complete with beautiful photos, provides all the necessary tools to understand this critical food issue.	\$24.95	\$14.97

**Please call if you have any further questions.  
641-209-1765**

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