

Dear Manager:

I'm a regular customer of yours and I've recently become very concerned about genetically modified (GM) foods. There's more and more evidence showing GM foods to be hazardous and harmful to our health. Because of the health risks, as well as the many other negative effects of GM crops, I've decided I just want to avoid GM foods altogether.

I believe strongly that we all have a right to know what's in the food we buy. I'd like to be able to shop at your store whilst easily avoiding GM foods.

As I was researching ways to avoid GM foods, I found out about an organization that provides non-GMO verification, called the Non-GMO Project. It's the only organization in North America that can provide third party non-GMO verification.

There's a huge variety of Non-GMO Verified products now available and there's more and more newly available every month.

Please help me to get all my non-GMO shopping at your store...

- Stock as many Non-GMO Project Verified products as possible.
- Make it easy to spot Non-GMO Verified products by using shelf tags.
- Encourage your suppliers to...
 - Provide you with non-GMO products.
 - Register in the Non-GMO Project Product Verification Program.

I'd like to be able to wander around your store picking up all my non-GMO shopping. If you will do the things listed above, it will make it really easy for me, and all your other customers.

Polls consistently report that around 90 percent of people want labeling of GM foods, so you'll be really helping the vast majority of customers. People I speak to about this issue are really frustrated by the lack of labeling of GMOs, so the Non-GMO Verified products are a fantastic way to give all your customers the choice they really want.

"Non-GMO" is the fastest growing of all labels claims! So there is a great demand for this choice. I'm very confident that the extra effort to provide a wide non-GMO choice will be rewarded with greater sales and happier customers.

You can find out more about the Non-GMO Project, get an up-to-date list of verified products and order shelf tags at www.nongmoproject.org.

It would also be a really great help if you'd display the "GMO FAQ" leaflet at your store entrance for customers to pick up on their way in; www.nongmoproject.org/faq. This will show people how to easily buy non-GMO foods in your store, as well as raise awareness of this very important consumer issue.

Many thanks,