Naveeda Akhtar 12/12/15

Jordan Sanchez

Rownak Choudhury

ENG 1710- The GMO Project

**Explore Tactics:**

1. To change the labels on certain foods in either a Whole Foods store or a known

supermarket such as Stop & Shop, or a warehouse chain such as Costco.

1. To place a sticker on the board displaying the price, which would show which foods

contain GMO`s and which ones don’t. We want to show the public exactly what they are

ingesting.

1. To change restaurant sanitation scores into GMO scores, to show that an A is equivalent

to a restaurant that does not use any GMO`s in the food served to customers. Members of

the group would create their own scores and place it over the original scores of certain

restaurants to get the point across that the food served should not have any GMO

substances within it. Preferably over chain restaurants, since these are the ones who can

afford to use quality ingredients but choose not to for business reasons.

1. To have a list of ingredients displayed in the major Pizza stores in the country such as

Papa John`s, Dominoes, and Pizza Hut, to show the extensive amount of GMO`s located

in their pizza through the ingredients they call natural.

1. Will get a big pack of tomatoes from the store that we will be exposing, to show how

they use GMO products in the food that they sell to the consumers, potentially harming our

health and our way of life. We will hand these tomatoes out on the sidewalk in front of the store

and each tomato will contain a toothpick with a little piece of paper attached to the top. On one

side of the paper, a question will be displayed: “Are you sure you know what you’re eating?”

This is in order to catch the consumer`s attention. Then, on the other side of the paper, there will

be hashtags linked to a Twitter and/or Facebook page (that was created by us) which shows

information about GMO`s and the harmful effects it can have on the human population.

**Plan for the Action:**

* Will go into a Whole Foods Store located at Union Square on Thursday, January 21, 2016 at 5:30 PM and place stickers on products that contain GMOs. We will have 4 different stickers simultaneously arranged on different fruits and packaging throughout the store:
1. “Did you know that I am not supposed to look like this?”
2. “I am a GMO product, don`t eat me!”
3. “I am only **ONE** of the GMO products sold in this store.”
4. “Did you know that the associates around you are trained to say that they do not sell GMO products?”
* We will be buying stickers in bulk at Vistaprint.com. We will buy 5 sheets of 10 matte small rectangular stickers at a cost of $13.99 (as of December 14, 2015). $4.99 will be charged for Economy Shipping which will take approximately a week to two weeks to ship. $18.98 will be the total cost with tax and shipping included. 9 members make up the GMO Project therefore each person will pay $2.11. Samantha will collect all the money and pay back the person who paid for the total cost at the time of ordering.
* On January 21, all group members will wear a lime green top with black pants and black shoes along with any color cap with the purpose of identifying each member while we are in the store.
* We will also start a GMO campaign linking to the #TheGMOProject on Twitter and Facebook addressing concerns regarding the health risks of GMOs. It will also inform our audience and garner support for our cause. We will share several links containing current information and we will try to connect with other organizations that share our views on GMOs. Likewise, we will also try to offer alternatives for a healthy diet that is free of chemicals and pesticides. LIKE US AND FOLLOW US!!!