

## Examples of products commonly containing at-risk GMO ingredients

### SOY

Chocolates that contain soy lecithin; breads that use soy flour; shakes that use soy protein concentrate; baby formulas that use soy milk.

### CORN

High fructose corn syrup can be found in sodas, cereals, cookies, candy, salad dressings, spaghetti sauces, and numerous other products. Baked goods that use cornstarch; vegetable oils that use corn oil; breads that use corn flour.

### CANOLA

Fried products and baked goods that use canola oil; many health products use canola oil.

### COTTON

Chips and fried snacks that use cottonseed oil.

### Tip #1: BUY ORGANIC

\*100% ORGANIC means all ingredients are organic.

\*ORGANIC means that at least 95% of the ingredients are organic. The remaining percentage must be non-GMO.

\*MADE WITH ORGANIC \_\_\_\_\_ (ingredient name, e.g. soy).

This label means that at least 70% of the ingredients are organic, but the remaining percentage must be non-GMO.

### Tip #2: LOOK FOR THE VERIFIED NON-GMO SEAL

### Tip #3: AVOID AT-RISK GMO AND PRODUCTS CONTAINING NON-ORGANIC INGREDIENTS

The major crops include corn, soy, canola, sugar beets, alfalfa, and Hawaiian papaya. Minor crops include zucchini and yellow crookneck squash. All of these crops look just like their non-GMO counterparts. Novel products such as seedless watermelons, pear/apple combos, and tangelos are products of natural breeding and are NOT genetically engineered.

### Tip #4: AVOID GMOs IN EATING ESTABLISHMENTS

Try to go to restaurants and establishments like Jimbo's...*Naturally!* which prepare foods from scratch and do not use packaged, processed mixes and sauces which will likely have GM ingredients. At-risk ingredients include corn chips and tortillas, tofu, soy sauce and sweet corn.

Vegetable oil is usually made from GM soy, corn, cottonseed, or canola and is used by most restaurants. Ask the restaurant or establishment if they can prepare your food without oil or with non-GMO oil, such as olive, sunflower or safflower.

At Jimbo's...*Naturally!*, our deli and bakery departments use local and organic ingredients whenever possible.

## FOR ADDITIONAL INFORMATION

### *The Non-GMO Project*

[www.nongmoproject.org](http://www.nongmoproject.org)

### *The Institute for Responsible Technology*

[www.responsibletechnology.org](http://www.responsibletechnology.org)

### *The True Food Network*

[www.truefoodnow.org](http://www.truefoodnow.org)

### *Your Right to Know*

By Andrew Kimbrell

[www.seedsofdeception.com](http://www.seedsofdeception.com)

At all times, Jimbo's...*Naturally!* seeks to carry the highest quality, most nutritionally sound product available. Whenever possible, we will carry organically grown produce and products containing organically grown ingredients.

# JIMBO'S

...*Naturally!*

[www.jimbos.com](http://www.jimbos.com)

### *CARMEL VALLEY*

Del Mar Highlands Town Center  
12853 El Camino Real; (858) 793-7755

### *ESCONDIDO*

Felicita Junction Shopping Center  
1633 S. Centre City Parkway; (760) 489-7755

### *CARLSBAD*

The Forum  
1923 Calle Barcelona; (760) 334-7755

### *4S RANCH*

4S Commons Town Center  
10511 4S Commons Drive; (858) 432-7755

### Opening Summer 2013

**DOWNTOWN SAN DIEGO - HORTON PLAZA**

OPEN DAILY 8:00 A.M. TO 9:00 P.M.

# JIMBO'S

...*Naturally!*

## Why Non-GMO?



San Diego's Premier  
Natural Foods Grocer  
...*Naturally!*

Since 1984 when we opened our first store, Jimbo's commitment and personal passion for organics has never wavered, as it is paramount to who we are. However, we now have another concern that we are equally passionate about. And this is the issue of GMOs (Genetically Modified Organisms).

As an organization, we have taken a strong stance against GMOs, and a leadership role in the natural foods industry in trying to have products labeled as verified GMO-free. As such, we have decided to not bring in any new products that carry any at-risk GMO ingredients (see policy below). In doing this, we have refused a number of products that you might see at other natural food stores. While we understand that this may be an inconvenience to you, we hope you will also understand that we have made this decision with the welfare of you, your children (and mine!), and future generations in mind!



### **Jimbo's...Naturally! Ingredient Standard: Avoidance of GMOs (Genetically Modified Organisms)**

While we do not claim to be GMO-free, we are moving in that direction. Going forward, we will do our best to limit any products that contain GMOs. In that vein, we prohibit ingredients that are most likely to contain GMOs. Specifically, at this time and to the best of our ability, we will not accept any new items with non-organic corn, soy, canola, sugar beets, alfalfa, or Hawaiian papaya unless that item is certified as GMO-free by the Non-GMO Project. This includes ingredients such as fructose that are produced using corn or soy. We strongly encourage any manufacturer that is making a non-GMO claim to verify that claim with the Non-GMO Project and to label their products accordingly. Furthermore, to the best of our ability, Jimbo's...*Naturally!* will not promote any item that contains an ingredient that is at risk for GMO contamination unless that product is certified organic (95% or more organic ingredients), verified as non-GMO by the Non-GMO Project, or the at-risk ingredient itself is certified organic.



## Look for this seal throughout the store!



**Products with this seal have been  
verified and do not contain any  
GMO ingredients.**

**For more information,  
visit [nongmoproject.org](http://nongmoproject.org)**

## What are GMOs?

GMOs (or "genetically modified organisms") are organisms that have been created through the gene-splicing techniques of biotechnology (also called genetic engineering or GE). This relatively new science allows DNA from one specie to be injected into another specie in a laboratory, creating combinations of plant, animal, bacteria, and viral genes that do not occur in nature or through traditional crossbreeding methods.

## Are GMOs safe?

In 30 other countries around the world, including Australia, Japan, and all the countries in the European Union, there are significant restrictions or outright bans on the production of GMOs, because they are not considered proven safe. On the other hand, in the U.S. the FDA approves commercial production of GMOs based on studies conducted by the companies who created them and profit from their sale. Many health-conscious shoppers find the lack of rigorous, independent, scientific examination of the impact of consuming GM foods to be cause for concern.

## How common are GMOs?

According to the USDA, in 2009, 93% of soy, 93% of cotton, and 86% of corn grown in the U.S. were GMO. It is estimated that over 90% of canola grown is GMO, and there are also commercially produced GMO varieties of sugar beets, squash and Hawaiian papaya. As a result, it is estimated that GMOs are now present in more than 80% of packaged products in the average U.S. or Canadian grocery store.

## Where does the Non-GMO Project come in?

The Non-GMO Project is an initiative of the North American organic and natural product industry to create a standardized definition of non-GMO, with a 3rd party verification program to assess product compliance with this Standard. The Project's Product Verification Program is entirely voluntary, and participants are companies who see the value of offering their customers a verified non-GMO choice. Many of the individuals and businesses leading the way with the Project are the same ones responsible for creating the original organic standards.