



JOIN THE WEEK OF ACTION
AUG. 29TH - SEPT. 6TH

#NOGMOSALMON

Thank you for joining thousands of people across the U.S. to deliver letters to Costco stores! Delivering a letter is easy, and below are tips to help you. If you have any questions or would like to plan a larger delivery, please drop us a line at foodtech@foe.org. To learn more visit www.GEfreeseafood.org.

Instructions for Frankenfish Letter Deliveries:

- 1) Pick a day and time between August 29th-Sept 6th.**
- 2) Locate your Costco store:** enter your zip code in the Costco's Store Locator: <http://m.costco.com/warehouse-locations>
- 3) Download, print and sign the letter** (we also have a flyer you can share with Costco customers if you would like to download and print a few to share when you do your delivery or otherwise).
- 4) Bring the letter to Costco and ask to speak to the store manager.**
- 5) Politely deliver the letter to the store manager** using the simple script and talking points below.
- 6) Take a photo outside of the store of you holding your sign** and make sure to get the store sign in the photo too.
- 7) Send your photo(s) to foodtech@foe.org and tell us how it went.** We'll post the photos we receive on our Pinterest page <http://www.pinterest.com/foeus/food-and-technology/> to send a strong message to Costco to say NO to GMO salmon.

Talking Points and Tips

Talking with the store manager:

- Be Polite -- Thank the manager for talking with you.
- Ask if they know about the campaign. If they haven't, direct them to www.gefreeseafood.org
- Make it personal — Let them know why this is important to you.

Sample conversation:

"Hi, my name is _____ and I'm a concerned Costco customer. I am here to ask Costco to listen to customers like me and make a strong commitment to not sell GMO salmon, even if approved by the FDA. Costco is at risk of losing its credibility, and my business. Even though it says it currently "has no plans," it has also left open the possibility that it may decide to sell GMO salmon if the FDA approves it. Don't leave the door open to being the GMO salmon store. **Listen to your customers and commit to not sell GMO salmon even if approved by the FDA.** Please pass this letter and my concerns to Costco's corporate headquarters."

Main talking points:

- Costco is one of the largest retailers of salmon and seafood in the U.S. and is one of the last large retailers that has yet to commit to not sell GMO salmon.
- **What is GMO salmon?** Genetically engineered salmon are designed to grow year-round and twice as fast as natural Atlantic salmon. They are created in a laboratory by combining genes from Pacific salmon and an eel-like Ocean Pout and inserting them into the genome of Atlantic salmon.
- **No room for GMO salmon:** Polls show that 91 percent of Americans do not want the FDA to allow GMO fish and meat into the marketplace.
- **Costco is falling behind:** More than 60 grocery retailers, including Safeway, Kroger, Target, Whole Foods and Trader Joe's, have stated that they will not sell genetically engineered salmon, even if approved by the FDA.
- **The FDA will not require labels** on genetically engineered salmon.
- **Virtually no regulation:** The FDA recommended approval of genetically engineered salmon as a new animal drug (not as a fish) – an antiquated and inappropriate standard, much less rigorous than the approval process for food additives.
- **Precedent setting:** If approved by FDA, GMO salmon would be the first genetically engineered animal approved for human consumption. It could pave the way for GMO pigs, chickens and cows to enter the market.
- **Harm to wild salmon and other fish:** Should they escape, there is evidence that genetically engineered salmon can breed with another species of fish and also spread disease to wild populations.
- **Health concerns:** The FDA's safety evaluation was inadequate, particularly with regard to allergenicity. GE salmon appear to be prone to disease and deformities, raising serious animal welfare issues and possible human health concerns from eating sick fish.
- Studies have shown GMO salmon contain lower levels of heart- and brain-healthy omega-3 fatty acids than wild or farmed salmon.

Other ways to take action this week

Flood the phone lines: Call Costco to deliver the same message using the script in the toolkit. **Costco: 1-800-774-2678**

Spread the word on social media

Facebook: Post the statement below along with the picture you took with your sign or the Facebook image we emailed you on Costco's Facebook wall (www.facebook.com/Costco) and post on your wall to spread the word. Use the message: *"Costco: commit to keep GMO salmon off your shelves, even if approved by FDA!"*

Twitter: Tweet any of these at Costco's Twitter accounts.

- #Costco needs to listen to the science and its customers! Tell @Costco to say #nogmosalmon!
- Will @Costco be the GMO Salmon store? Call #Costco today: tell them #nogmosalmon!
- Don't ignore us @Costco! Commit to #nogmosalmon!

