

# KEEPING IT REAL AND FISHY:

## THE IMPORTANCE OF NON-GMO PROJECT VERIFIED SEAFOOD

GMOs show up almost everywhere in our food – even in seafood products.

### A Fish Tale – GMO Salmon

The AquAdvantage salmon is genetically engineered to grow twice as fast as natural salmon. This fish contains DNA from three different types of fish: Atlantic salmon, Chinook salmon, and the eel-like ocean pout.



### One Fish, Two Fish, Fake Fish, True Fish

Plant-based alternatives to meat products are all the rage. When buying plant-based seafood alternatives, look for the Butterfly to ensure the product doesn't contain genetically engineered ingredients.



### Risky Ingredients

Prepared fish products often contain genetically engineered ingredients. From sardines, tuna and anchovies with added oil to dried fish products with flavorings and texturizers, added ingredients could be the GMO culprits in seafood.

**8-10** GMO risk ingredients found in a typical surimi product. Surimi is the key ingredient in a California roll.

**94%** of all soy grown in the U.S. is GMO. Soybean oil is a common ingredient in canned seafood products.

### Fish Feed

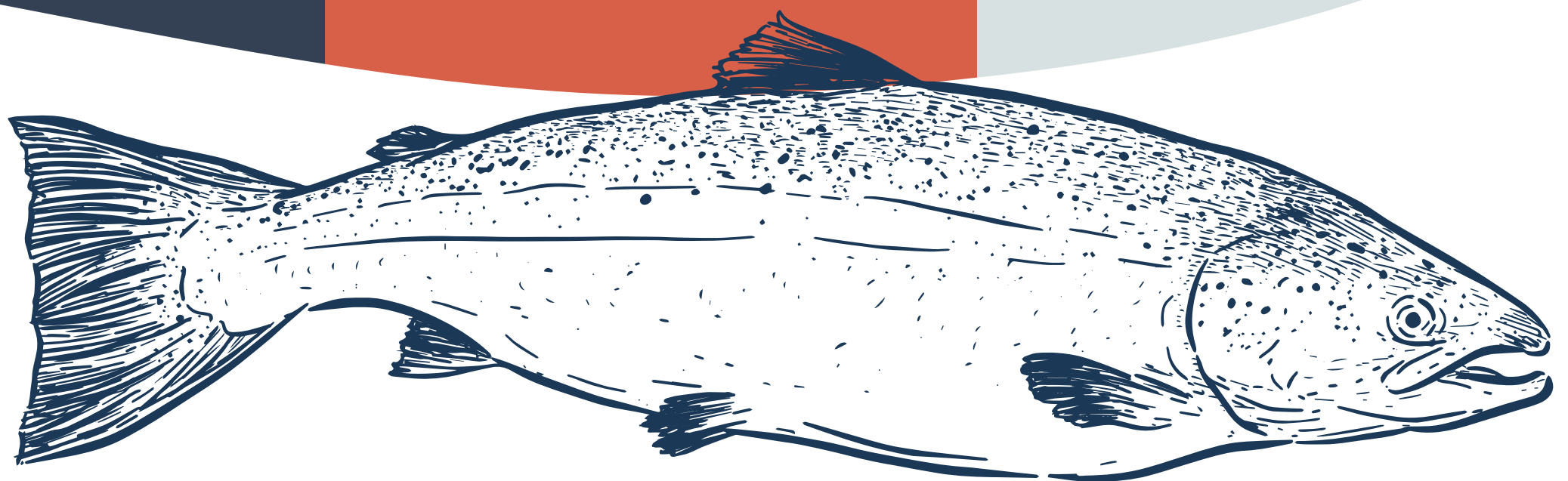
GMOs such as corn and soy are common in feed given to farm-raised fish. That's why the Non-GMO Project evaluates animal feed in its verification process.

**50%** of the seafood consumed around the world is farm-raised. All that farm-raised seafood takes a lot of fish feed! Look for the Butterfly to ensure it's non-GMO.



## GMO SALMON IN THE SEAFOOD AISLE

**80** NUMBER OF GROCERY CHAINS, SEAFOOD COMPANIES AND RESTAURANTS THAT HAVE SAID THEY WILL NOT CARRY GENETICALLY ENGINEERED SALMON.



2017

Unlabeled GMO salmon entered the Canadian marketplace – without shoppers knowing.

2019

GMO salmon were approved for farming and retail sales in the U.S.

2021

First cohort of GMO salmon harvested and sold in the U.S.



### WHAT IS A GMO?

A GMO, or genetically modified organism, is a plant, animal, microorganism or other organism whose genetic makeup has been modified in a laboratory using genetic engineering.

### HOW CAN I AVOID GMOS?

The Non-GMO Project believes everyone has a right to know what's in their food. Our "Butterfly" means that a product has been evaluated to ensure its compliance with our rigorous Standard – including ongoing testing for major high-risk ingredients.

**Look for the Non-GMO Project verification mark!**

