



STORY ABOUT US



Arctic apples are a GMO food product with immaculate-looking apples with the little snowflake symbol, and they are created in laboratories using new genetic engineering techniques. Arctic Apples produce less of the enzyme polyphenol oxidase, which ordinarily causes apples to turn brown, either from damage or when they are cut up.

In the Arctic apples, the enzyme that drives this oxidation process, polyphenol oxidase (PPO), is silenced through gene modification. The result is an apple with less than a tenth of the PPO of a conventional variety, which is not enough to allow for browning. The Arctic Apple uses a technology called RNA interference, sometimes called gene silencing which is an interruption or suppression of the expression of a gene at transcriptional or translational levels. The target is the gene in the apple that controls the production of the enzyme that makes it turn brown. When scientists add an extra strand of RNA, that gene is effectively switched off, or silenced.



LABELING



The labeling of this product is not that different from the labeling of a non-GMO product. This food product specifically only put the label of a snowflake and only makes the claim of non-browning on some packages. This company purposely did not put on there that it was genetically engineered so people wouldn't be scared to buy the product because not many people know what it means and its specifics and I think if they changes it then many people would not buy the product so what they have done I think will promote more people to but them.



This decision was made by the Arctic Apples creator Neal Carter who specifically said:

“We’re not trying to hide the fact that we’re using genetic engineering, for a start it’s been all over the news and we are doing interviews and being very transparent and there is a huge amount of information on our website for anyone that has questions or concerns.

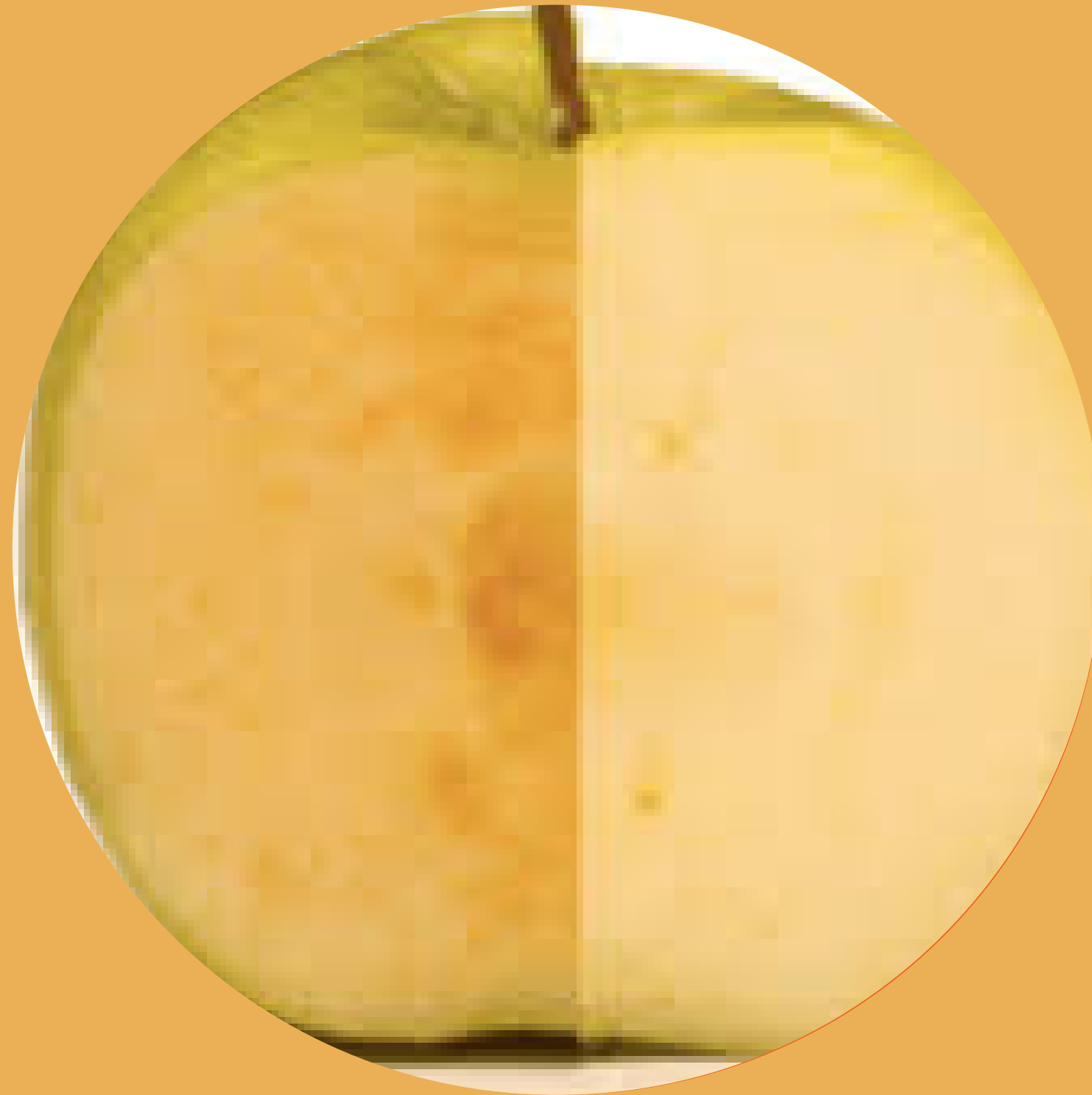
“But there is only so much room on apple stickers. People can add more information in bags or at point of sale if they wish. But having a sticker that just says GMO and nothing else just demonizes products and looks scary, and would just belittle the years of work we’ve put in.”

PROPOSED CHANGES?



01

There is one thing that I would change to this apple's traits and that is making it seedless. There is nothing more annoying than biting into an apple, and then all of a sudden you crunch on a seed.



02

There's not much I would change about the Arctic Apple's labeling. One thing I would change would be making all the packaging say less browning because some don't and that is what it was genetically modified to do so why not say it.

WORKS CITED



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