

Dear Natural Food Store Buyer,

Please offer **The GMO Trilogy: Why Genetically Modified Organisms Threaten Your Health, the Environment and Future Generations**. Produced by bestselling author Jeffrey Smith and distributed by United Natural Foods and others, this powerful three-disc set is sure to impact consumer perceptions and buying habits. That is why nonprofit groups and prominent natural food manufacturers are participating in the launch. US organizations will ask hundreds of thousands of their members to buy it and to show the films at house parties, and several manufacturers have sponsored the set to keep it affordable. It includes:

Disc 1, DVD: *Unnatural Selection*

This stunning European documentary reveals several of the harsh consequences of genetic engineering on three continents, including uncontrollable, self-replicating GM canola contamination in Canada, a failed GM cotton crop and farmer suicides in India, GM salmon that might wipe out natural fish populations and deformed GM livestock created by the US government. Featuring Vandana Shiva, Andrew Kimbrell, Percy Schmeiser and others.

“Best Film,” (CineEco, Portugal), “Best Long Production,” (IEFF, Brazil), and “Best Journalistic Achievement,” (IEFF, Germany).

“Meticulously researched, excellently photographed” –Ökonomia

Disc 2, DVD: *Hidden Dangers in Kids’ Meals: Genetically Engineered Foods*

Shocking research results, inadequate regulations and warnings from eminent scientists explain why GM foods are dangerous and should be removed from kids’ meals. The dramatic story of how student behavior in a Wisconsin school was transformed with a healthy diet provides added motivation to make a change. Featuring Jeffrey Smith and more than a dozen scientists and experts.

“Hidden Dangers pierces the myth that our government is protecting our food supply.”

–John Robbins, *Diet for a New America*

“It will change the way you look at food forever.”

–Howard Lyman, *Mad Cowboy*

Disc 3, Audio CD: *You’re Eating WHAT?*

Jeffrey Smith, author of the world’s bestselling book on GM foods, *Seeds of Deception*, describes how biotech companies rigged research, hid health dangers and pressured government regulators to approve food that even FDA scientists said was unsafe.

“The most powerful presentation I have ever heard on the issue of genetically engineered foods.”

–Craig Winters, The Campaign to Label Genetically Engineered Foods

For more information, go to www.GMOTrilogy.com.

The GMO Trilogy is sponsored by



UNFI Item Numbers for The GMO Trilogy. East: 77208-7; Rocklin, Fontana, Auburn: 60424; Denver: 678-045