

Order Your Fully-Stocked Non-GMO Education Center Today

UNFI West #62689; Denver #62144; East #62144 –\$198.72



The Campaign for Healthier Eating in America

Join retailers nationwide in our Campaign — designed to create a Non-GMO tidal wave across America and ultimately end the genetic engineering of our food supply.

Natural food products will enjoy unprecedented popularity, while natural food stores will gain more loyal customers.

Install a Non-GMO Education Center and give your shoppers:

- Educational materials explaining why **“Healthy eating starts with no GMOs”** (see back)
- Non-GMO Shopping Guides

The Non-GMO Tipping Point

The Campaign is designed to repeat what happened in Europe. When a small percentage of consumers swore off GMOs, the entire food industry rushed to remove them.

Already, 87 million consumers in the United States believe that GM foods aren't safe, but don't always avoid them because they don't know how. We can direct the purchasing power of the tens of millions of health-conscious shoppers to reach a tipping point, which will push GMOs out of the entire food supply. All we have to do is provide customers the GMO information they want.



Retailer Campaign Kit

In addition to the Non-GMO Education Center, participating retailers may order free from www.HealthierEating.org:

- **A FREE copy** of the acclaimed film “The World According to Monsanto” to show in-store or locally, with audience handouts.
- **FREE** newsletter content, articles, streaming videos and audios, and non-GMO eating tips and brochures for your website.
- **A FREE-to-copy** audio CD on GMO health risks.
- **Fun staff training** material, including a quiz, to help them answer customer questions.
- **Ongoing support** to ensure your Campaign's success.

Go to www.HealthierEating.org to download or order your **FREE Campaign Kit**.

Your customers will thank you!
Our environment will thank you!

Non-GMO Education Center Materials

QTY.	ITEM	DESCRIPTION	MSRP PER ITEM
1	Complete Non-GMO Education Center	Floor Display (13.25"W x 17.5"D x 70"H, includes removable 12" header) CATALOG PRICE \$198.72 (40% OFF THE COMBINED MSRP)	\$331.20
100	<i>Non-GMO Shopping Guide*</i>	6" x 3½" – 16-pages	FREE
150	<i>Health Risk Brochure</i>	8.5" x 14" — 4-fold	FREE
6	<i>The World According to Monsanto</i>	DVD/CD sets The most powerful indictment against Monsanto and GMOs so far, this widely-praised European documentary is inspiring a worldwide wave of anti-GMO sentiment. Bonus material includes an important film on rBGH bovine growth hormone and an audio CD by Jeffrey M. Smith on GMO health dangers.	\$19.95
2	<i>The GMO Trilogy</i>	2 DVDs/CD sets Includes: Unnatural Selection (DVD), an award-winning film on GMO impacts; Hidden Dangers in Kids' Meals (DVD) on GMO risks for kids; and You're Eating WHAT? (audio CD) on health dangers and industry manipulation.	\$14.95
2	<i>Genetic Roulette</i>	Hardcover by Jeffrey M. Smith. Considered the most comprehensive presentation of the health dangers of GM foods, this globally acclaimed book shatters the biotech industry's claim that their GM crops are safe. Cleverly designed summaries and two-page spreads allow for a quick scan or an in-depth read.	\$27.95
2	<i>Seeds of Deception</i>	Paperback by Jeffrey M. Smith. The world's bestselling #1 rated book on genetically modified foods exposes how the perfect storm of industry manipulation and political collusion allowed dangerous GMOs into our diet and culture.	\$17.95
2	<i>The Future of Food</i>	2 DVDs. This popular influential film investigates how multinational corporations seek to control the world's food system through patented, genetically engineered food. NOW DISCOUNTED.	\$19.95
2	<i>Your Right to Know</i>	Paperback by Andrew Kimbrell. This comprehensive book, complete with beautiful photos, provides all the necessary tools to understand this critical food issue.	\$24.95

Order book and DVD refills for the Non-GMO Education Center through other distributors, including Select Nutrition, Nutri-Books, Integral Yoga, www.ResponsibleTechnology.org, and others. UNFI WEST and Denver regions carry 2 of the individual items as well (see below).

By removing cardboard fillers, you can increase the capacity of the display to include a TOTAL of the following titles:

6 *The World According to Monsanto*; 3 *GMO Trilogy*; 3 *Genetic Roulette*; 4 *Seeds of Deception*; 6 *Future of Food*; and 6 *Your Right to Know*.

***For refill packs of 50 Non-GMO Shopping Guides and Health Risk brochures use item #66824 (West) and #66824-4 (Denver and East).**

QTY. OF COMPLETE NON-GMO EDUCATION CENTER DISPLAYS \$192.72 EACH West #62689 Denver #62144 East #62144

QTY. OF ADDITIONAL *WORLD ACCORDING TO MONSANTO* DVD/CD SETS (6 COME WITH DISPLAY) \$11.97 EACH West #62688 Denver #62173 East (Not available; use alternative distributor)

QTY. OF ADDITIONAL *GMO TRILOGY* DVD/CD SETS (2 COME WITH DISPLAY) SPECIAL: \$42.42 FOR BOX OF 6 West #60424 Denver #77208 East (Not available; use alternative distributor)

STORE NAME _____ DATE _____

CUSTOMER NAME _____

TELEPHONE NUMBER _____ FAX NUMBER _____

ACCOUNT NUMBER _____ TERRITORY MANAGER _____

ALLOW 2-4 weeks for delivery.

The Campaign for Healthier Eating in America is being organized by the Institute for Responsible Technology. Its director is renowned author and filmmaker Jeffrey Smith.

For more information, see www.HealthierEating.org, +1.641.209.1765.

The books and DVDs are distributed by Yes! Books.