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**From:** Emerald Levick, Monadnock Food Co-op <marketing@monadnockfood.coop>  
**Sent:** Wednesday, August 23, 2017 11:20 AM  
**To:** AMS - GMO Labeling  
**Subject:** Consumer Co-op Comment on GMO Labelling

To Whom It May Concern:

We are a consumer food cooperative with almost 2900 member-owners and an average customer count of over 9,000 per week. Our customers frequently and loudly raise their voices – they want and deserve to know ingredient-by-ingredient which foods contain Genetically Modified plants and animals, including foods with GMO ingredients derived from such plants and animals like refined sugars and oils. They do not want to use QR codes to do so, as this method discriminates unfairly against elderly and low-income customers, as well as busy parents who find it hard enough to read ingredient lists while shopping with children, nevermind pulling out their cell phones.

What our customers want to see is each GMO ingredient in an ingredient list marked clearly, in the same way we mark certified organic ingredients.

There are as many reasons for wanting to know what is in our food as there are people, and a broad range of reasons for both embracing or avoiding different GM crops. That is why the implementation of the GMO labelling law must be clear, transparent, and easy and practical for the end consumer – the busy mother, the elderly gentleman and the minimum-wage worker who can't afford a smart phone.

From a Marketing standpoint, it is in the best interest of our business if the products on our shelves display easy-to-read, transparent information about ingredients and growing practices, as that is what the marketplace demands. Please enable us to provide to our customers what they want. Please also make sure that you meet the two-year deadline and have the rules drafted by July 2018.

We have waited long enough for consumer-friendly, detailed and completely transparent GMO labelling. Our business, and our owners are counting on the USDA to follow through.

Best,

**Emerald Levick**

Marketing & Membership Manager

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