

## The future of the apple: A small biotech company could change the debate on GMOs

A small biotech company in Canada has used genetic engineering to create apples that don't brown when you cut them. The development could prevent significant amounts of food waste, drive down apple prices, and could make it easier for consumers to make healthy choices because they can be sold in a convenient pre-sliced form.

The company has been transparent about its use of biotechnology to create the fruit, which they've named "Arctic Apples." Nevertheless, they're meeting with resistance, writes Marco Rosaire Rossi.

"Both the U.S. Apple Association and the Northwest Horticultural Council—which represents the tree-fruit industry in and around Washington State—oppose the introduction of Arctic Apples. The reason isn't because they view the fruit as dangerous or that even growing Arctic Apples could potentially be ecologically harmful. It's because they fear that if the negative public perception around GMOs gets associated with apples the industry as a whole could suffer."

**Read the full article here: [The future of the apple: A small biotech company could change the debate on GMOs](#)**