

Non-browning apple approved ... Now comes the scare campaign?

The “rubber stamp” of [regulatory approval](#), that takes millions of dollars and more than a decade to get, has been finally bestowed upon the Arctic Apple, and the company that invented it, Okanagan Specialty Fruits. This apple varieties have their browning mechanisms deactivated using RNAi, a process that essentially eliminates the enzyme required for the browning process. After years of testing and regulatory hoops, we can now enjoy them.

‘Bout time! I’ve been hearing about the damn thing since the 90’s. The Arctic Apple joins the ranks of one of the most tested foods of all time.

There is plenty of discussion online about how it works and why it is of benefit to consumers, so if you want to know that stuff, you can find it.

However, science isn’t as much fun as crazy conjecture.

So let’s make predictions!

It will be labeled. On purpose! – The superior performance will add value for consumers, so the company will undoubtedly label them with special packaging noting that they are Arctic Apples.

Hundreds of new anti-Arctic Apple images will appear online. — I’m guessing that there are plenty of folks sitting with a few apples, some food coloring and a handful of grandma’s insulin syringes manufacturing the next generation of **apple scare art!** You’ll see lots of images of kids eating apples with skulls and crossbones on them. Wait for it!

You’ll read about Monsanto’s new apple. You can’t tarnish the image of a new product if it is something made by a small Canadian company with four full-time employees. You need to tie the product to Monsatan!

Read full, original article: Arctic Apple Deregulated – Predictions?