

Non-browning Arctic Apple hit shelves February 1: Will they change consumers' opinions about GMOs?

The fruit, sold sliced and marketed under the brand [Arctic Apple](#), could hit a cluster of Midwestern grocery stores as early as Feb. 1.

Critics and advocates of genetic engineering say that the apple could be a turning point in the nation's highly polarizing debate over genetically modified organisms (GMOs). While genetic modifications have in the past been mainly defended as a way to protect crops, the Arctic Apple would be one of the first GMOs marketed directly to consumers [as more convenient](#).

Industry executives predict the apple could open a whole new trade in genetically engineered produce, potentially opening the market to pink pineapples, antioxidant-enriched tomatoes, and other food currently in development.

GMO critics say they are hopeful, however, that consumers will continue to show skepticism about the produce. Despite a growing consensus in scientific circles that GMOs pose little risk, environmental and consumer groups have successfully mounted campaigns against GMOs over the past 30 years, successfully limiting the practice to commodity crops like soybeans and corn.

"This apple is understudied, unlabeled, and unnecessary," said Dana Perls, the senior food and technology campaigner with environmental nonprofit Friends of the Earth.

For the Arctic Apple, however, the greatest test is yet to come: whether the convenience of a non-browning apple is enough to convince consumers to look past GMO's negative reputation.

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion, and analysis. Read full, original post: [The apple that never browns wants to change your mind about genetically modified foods](#)