

Arctic golden delicious: Non-browning genetically engineered apples debut in Midwest grocery stores

Boldly going where no genetically modified apple has gone before, Arctic apples from Okanagan Specialty Fruits will ship to about 400 Midwest retail stores in late October.

The Arctic golden delicious apples are designed to be non-browning.

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Neal Carter [founder and president, Okanagan Specialty Fruits, Summerland, British Columbia] said the price point for the Arctic sliced apples will be competitive with other suppliers.

“We are not trying to differentiate ourselves by price,” he said. “We are trying to differentiate ourself by quality, great taste and preservative free,” he said.

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[Jennifer Armen, business development and marketing for Okanagan] did not say what retailers will receive the fruit but said they are mostly smaller chains in the Midwest with between 10 and 150 stores.

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The fruit — all Arctic golden delicious apples this year — will be offered to consumers in a 10-ounce grab-and-go bag, Armen said. The Arctic granny smith will be offered next year, she said.

Arctic golden delicious won't be explicitly labeled as “GMO” or produced with biotechnology, but Armen said the bag does have a short version of the variety's development and offers a SmartLabel quick-response code, a [company url](#) and a toll-free phone number where consumers can learn more how the apple was produced.

The GLP aggregated and excerpted this article to reflect the diversity of news, opinion and analysis. Read full, original post: Testing GMO reception, Arctic debuts fresh cut golden delicious in Midwest stores