

ACTIVATION TOOLKIT: WRITE TO A SUPERMARKET OR YOUR FAVOURITE FOOD BRAND

Contacting Supermarkets & Food Brands and Why It

Matters. Are you a concerned consumer? Here's our super quick guide to writing a letter/email to one of the major supermarkets or your favourite food brand

Supermarkets and food brands significantly influence what ends up on our shelves. If enough consumers speak up, they will take notice. The proposed Gene Technology Bill threatens our right to choose GE-free food, and it's crucial that major retailers and brands hear from their customers loud and clear.

By reaching out to supermarkets and food brands, you can:

- Encourage them to take a stand against genetically engineered (GE) foods.
- Ask for transparency in labelling so consumers know what they're buying.
- Push for a commitment to keeping their supply chains GE-free.

Your voice as a customer matters—companies rely on consumer trust and demand. Now is the time to use that power to protect the future of GE-free food in New Zealand.

Tips for Contacting Supermarkets & Food Brands

✓ **Be clear and polite** – State your concern directly and professionally. Your goal is to encourage action, not put them on the defensive.

✓ **Make it personal** – Share why GE-free food matters to you, your family and your purchasing decisions. Companies are more likely to respond when they see real customer impact.

✓ **Ask direct questions** – Example: “Can you confirm whether [Supermarket/Brand] will commit to keeping its products GE-free?”

✓ **Use multiple channels** – Email is great, but also consider calling customer service, posting on social media, or speaking with store managers.

✓ **Encourage others to join in** – The more customers voice their concerns, the harder it will be for companies to ignore.

✓ **Follow up** – If you don't get a response, follow up. Keep the pressure on and ask for a clear answer.

Letter Template to supermarkets and food brands

[YOUR NAME]

[YOUR ADDRESS]

[CITY, POSTCODE]

[EMAIL ADDRESS]

[DATE]

Dear [Supermarket / Food Brand Name],,

I am a loyal customer and a strong supporter of safe, transparent, and sustainable food choices in New Zealand. I am deeply concerned about the proposed Gene Technology Bill, which could allow genetically engineered (GE) foods into our food system without clear labelling or long-term safety assessments.

As a consumer, I want to be confident that the food I buy remains natural, ethical, and free from genetic modification. I urge [Supermarket/Food Brand Name] to take a stand by: (edit points based on your personal demands)

- Committing to keeping your products GE-free
- Clearly labelling any products that contain GE ingredients
- Publicly supporting consumer choice and transparency on GE foods

New Zealand has a proud history of GE-free food production, and I want to continue supporting brands and retailers that uphold this standard. Please let me know what steps you are taking to ensure your customers can continue to make informed, GE-free choices.

I look forward to your response.

Sincerely,

[Your Name]