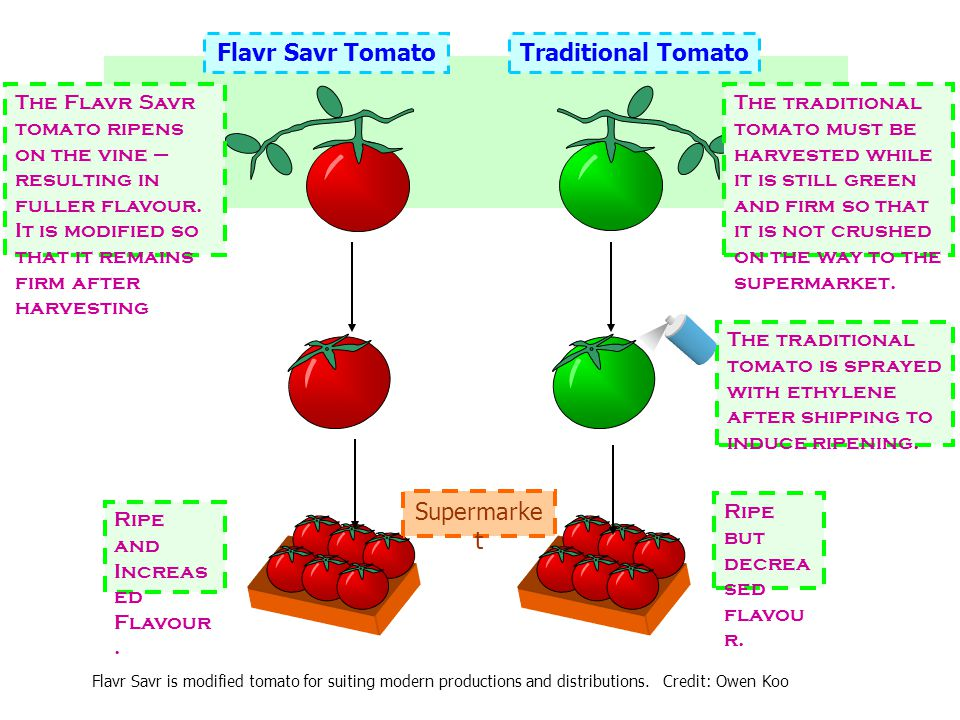
**Flavr Savr Tomato Fact Sheet**

* First genetically modified plant commercially available to consumers in the U.S. (1994).
* It was genetically modified to remain ripe longer without getting soft.
* Its longer shelf life made it easier to ship and store than traditional tomatoes.
* Additionally, this modification allowed the tomatoes to ripen on the vine before being picked, as opposed to being picked green and being artificially ripened using spray chemicals.
* These tomatoes weren’t successful in U.S. markets for a variety of reasons, including because they were more expensive and didn’t taste as good as non-modified tomatoes and other competing varieties.



Flavr Savr Tomato is a genetically modified tomato that ripens differently than non-modified tomatoes. Source: Owen Koo.

**For more information:**

* **Radio Broadcast:** BBC, The ‘Flavr Savr’ Tomato – The World’s First Genetically Engineered food: <https://www.bbc.co.uk/sounds/play/p04xj4d1>
* **Video:** New York Times, You Call That a Tomato? <https://www.nytimes.com/2013/06/24/booming/you-call-that-a-tomato.html>
* **Articles:** Whatever Happened to the Flavr Savr genetically Engineered Tomato? <http://www.tomatocasual.com/2008/02/28/what-ever-happened-to-the-flavr-savr-genetically-engineered-tomato/> ; Flavr Savr Tomato <https://biotechnologysociety.wordpress.com/2015/02/16/flavr-savr-tomato/>