

NEWS RELEASE
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Hawaii-Grown “Rainbow” Papaya Available at Costco Japan



On December 9, 2011, Hawaii-Grown “Rainbow” Papaya became available at 11 locations of Costco Wholesale Japan. The Rainbow papaya, which has rich yellow color, juicy flesh, high brix, and sweet flavor, is the variety that is genetically modified to resist the ringspot virus. The Rainbow papaya has about 80% of market share in Hawaii.

In Japan, GM (genetically modified) food products such as soybeans, corn, and potatoes have been consumed as processed food products. The Rainbow papaya became the first GM fresh product approved by Japanese government distributed in Japan. Regarding the safety, both FDA and Japan Food Safety Commission approved that the Rainbow papaya is safe to eat.

Currently all stores of Costco Wholesale Japan are selling four premium sized the Rainbow papayas in a box. Each box has an instruction sheet of how to cut a papaya. Each papaya is individually labeled as “Hawaii Papaya (Genetically Modified)” in Japanese language as regulated by Consumer Affairs Agency. The Costco Wholesale Japan is planning an in-store promotion of Rainbow papaya for those who have never experienced Hawaii-grown papaya.

For more information on Rainbow papaya, please visit the website of Hawaii Papaya Industry Association. <http://www.hawaiipapaya.com>

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