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## **Straus Organic Creamery Takes Unique Step To Eliminate GMO Contamination**

Marshall, CA –

Straus Family Creamery, the first organic dairy and creamery west of the Mississippi River, has joined forces with The Non-GMO Project to ensure that all of Straus' organic products are not being contaminated by undetected genetically modified organisms (GMO).

"Organic crops are at risk of contamination by GMO varieties in the same manner as conventional crops," said Albert Straus, President of Straus Family Creamery. "We've seen that more recently with rice and corn crops. In fact, we've experienced contamination by GMO ingredients found in organic animal feed sold to us by our suppliers. We rejected those tainted shipments and felt we needed better controls over our feeds and ingredients from our suppliers. So, we established this relationship with The Non-GMO Project to ensure that all of our products are non-GMO," he stated.

Straus Family Creamery has decided to take a proactive stance to certify the feeds, ingredients and raw materials in their supply chain by partnering with the Non-GMO Project, a non-profit organization. "This program will function as an additional quality assurance and verification program for Straus Family Creamery. To help consumers identify which products are non-GMO we'll use The Project's verification and compliance seal on our product labels and website to help inform consumers," he added.



GMOs are still an important subject for most Americans. An ABC News poll reported on July 15, 2003 that 92% of Americans feel that the federal government should require labels on genetically engineered foods. This number remains unchanged in a November 2004 poll by the Pew Initiative on Food and Biotechnology.

The Non-GMO Project's program calls for, among other things, the use of appropriate non-GMO identity preservation practices, including documented traceability, statistically valid sampling and GMO testing programs for manufacturers and ingredient suppliers throughout the supply chain. The evaluation process requires every supplier to complete questionnaires and declarations, as well as provide documentation to demonstrate that they are operating in full compliance with The Project's Non-GMO standards.

"We want to implement a non-GMO program as soon as possible," said Straus. "The integrity of the organic movement can not be damaged by the presence of GMOs. People want to avoid GMOs, and believe that GMOs are excluded from organic foods. We are making sure that our products meet this expectation fully," he added.

The Straus dairy farm began in 1941 along the beautiful shores of Tomales Bay. In 1993, Albert converted the dairy to be certified organic, making it the first of its kind west of the Mississippi River. In 1994, Albert launched Straus Family Creamery to bottle organic milk as well as make organic butter, yogurt and ice cream under the family name. The Straus dairy farm and creamery are both dedicated to farmland protection and environmental stewardship. For example, the dairy is powered by electricity generated from methane gas created from cow manure and dairy wastewater, thereby reducing the amount of greenhouse gases released into the air as well as providing a renewable source of energy. The farm and creamery are converting their trucks and equipment to run on vegetable oil.

The Non-GMO Project is a non-profit organization of North American Natural Food Retailers, dedicated to providing their customers with choice, transparency and access to non-GMO foods & supplements. Its mission is to provide customers with the ability to purchase Non-GMO products produced in compliance with a rigorous Non-GMO Project Standard.

For more information about Straus Family Creamery visit [www.strausfamilycreamery.com](http://www.strausfamilycreamery.com)

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