

# Straus Organic Creamery Takes Bold Step To Prevent GMO Contamination



## Being First in the U.S. to Participate in a Verification Program Gives Assurance of Organic Integrity in All Straus Family Creamery Products

**Marshall, CA, March 1, 2007 –**

Straus Family Creamery, the first certified organic dairy and creamery west of the Mississippi River, will be the first certified organic manufacturer in the United States to verify that all of Straus' products are not contaminated by previously undetected genetically modified organisms (GMO).

"Certified organic crops are at risk of contamination by genetically modified crops," said Albert Straus, President of Straus Family Creamery. "We have rejected organic feeds for our animals because of GMO contamination. We need better controls over our feeds and ingredients, so we have established this relationship with The Non-GMO Project to ensure that all of our products are verified as non-GMO."

GMO crop contamination was ruled a violation of federal law in a case filed against the USDA, because it caused economic harm to both conventional and organic farmers. California Assemblyman Jared Huffman has introduced legislation that would make companies developing genetically engineered crops liable for damages when they contaminate other fields.

"This program will function as an additional quality-assurance program for our customers. We'll use The Project's verification and compliance seal on our product labels to help educate our customers," Straus added. "People want to avoid GMOs and know that GMOs are excluded from organic foods. We are making sure that our products meet this

expectation fully. The integrity of the organic movement cannot be damaged by the presence of GMOs.”

The Straus dairy farm began in 1941 along the beautiful shores of Tomales Bay and converted to organic in 1993, becoming the first certified organic dairy west of the Mississippi River. Albert launched Straus Family Creamery in 1994, to bottle organic milk and 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 more information about Straus Family Creamery, visit [www.strausfamilycreamery.com](http://www.strausfamilycreamery.com)

The Non-GMO Project is a nonprofit organization dedicated to providing access to non-GMO foods & supplements. Its mission is to provide consumers with the ability to purchase non-GMO products produced in compliance with a rigorous Non-GMO Project Standard. For more information about The Non-GMO Project, visit [www.nongmoproject.org](http://www.nongmoproject.org)

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**Contact: Nils-Michael Langenborg**  
[nils-michael@strausfamilycreamery.com](mailto:nils-michael@strausfamilycreamery.com)  
(415) 663-5464 ext.101