



Contact: Kristen Heath
Phone: (415) 663-5464 x: 101
Cell: (707) 490-2191
E-mail: kristen@strausfamilycreamery.com
Website: www.strausfamilycreamery.com

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News Release

Straus Family Creamery Prevents GMO Contamination of Its Organic Milk Supply

Genetically Modified crops sneaking into organic feeds/foods; battle to maintain organic integrity escalates

MARSHALL, Calif., Feb. 22, 2008 – Genetically Modified Organisms (GMOs) have been sneaking into the American organic milk supply through contaminated feeds for several years. Straus Family Creamery, an organic industry leader, is taking a bold, necessary new step to stop GMO contamination of its products.

GMOs are widely used in non-organic American agriculture and are strongly opposed by organic-food consumers and producers. Although the use of GMOs is strictly forbidden in organic production, GMOs can contaminate organic crops, especially when pollen from genetically modified plants drifts into a nearby certified organic field. Last year, Albert Straus, president of Straus Family Creamery, began testing his purchased certified-organic feeds. He found that one out of every three batches of certified organic corn had some contamination from GMOs, ranging from trace levels up to 6 percent contamination.

"GMO contamination of organic feeds could threaten consumers' safety, as well as my dairy's organic certification," said Straus.

Straus Family Creamery will be among the first U.S. food producers to test and verify all aspects of milk production, to ensure that Straus Family Creamery products are not contaminated by GMOs. Straus Family Creamery is committed to taking necessary steps to preserve the integrity of the organic certification of the dairy and creamery, in order to protect public safety.

"I started this program in order to safeguard my livelihood as an organic farmer," said Straus. "Our requirements are causing other companies to sit up and take notice."

The non-GMO program requires all feed and ingredient suppliers to submit the results of a strip test analysis prior to shipment of the feed or ingredient. The strip test is a simple protein test and costs approximately \$20. The three farms that Straus Family Creamery purchases milk from are required to follow the company's strict feed requirements by obtaining the test results from feed suppliers.

"We are very pleased to participate in this pro-active program," said Kathy Tresch of Deer Valley Dairy, one of the local, organic milk suppliers to Straus Family Creamery. "We believe preventing GMOs is imperative to upholding the highest organic standards."

To meet his own stricter-than-organic standards, Straus has rejected tons of GMO contaminated organic corn. It's a difficult decision, he said, because he knows that organic farmers are not to blame.

"For decades, our family has fought for the survival of family farms, and it's a tragedy that the food supply is being contaminated by GMO crops," said Straus. "It's essential that we eliminate GMOs altogether - for the future of the organic movement, for the future of family farming everywhere."

By developing this verification program, Straus Family Creamery is protecting organic integrity and setting a precedent for the rest of the organic industry while educating consumers.

"Straus Family Creamery's dedicated efforts illustrate why policy makers worldwide are now thinking of having the biotech industry be financially liable for their genetic pollution," said Jeffrey Smith, Executive Director of the Institute for Responsible Technology, and international bestselling author of Seeds of Deception and Genetic Roulette.

For more information about Straus Family Creamery's verification program and for photos please contact Kristen Heath at kristen@strausfamilycreamery.com or (415) 663-5464 x:101

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Straus Family Creamery	P.O. Box 768 Marshall, CA 94940	www.strausfamilycreamery.com
Phone: (415) 663-5464	Fax: (415) 663-5465	E-mail: family@strausfamilycreamery.com

Straus Family Creamery strives to consistently provide the highest quality, best tasting, organic milk, yogurt, butter and ice cream made with minimal processing and wholesome ingredients. Straus Family Creamery makes business decisions based upon environmental and ecological considerations, which support the philosophy of sustainable, organic family farming, for the health and well being of the company, its producers, employees and the community at large.