



News

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For Immediate Release

Alter Eco[®] Receives the Non-GMO Project[™] Verification for its Entire Line of Organic and Fair Trade Chocolate, Royal Quinoa, Heirloom Jasmine Rice and Unrefined Cane Sugar.

100% Organic Certified, Fair Trade Certified, Carbon Neutral and now Non-GMO Project Verified products.



San Francisco, October 18, 2012 -- [Alter Eco[®]](#), one of the country's leading fair trade and sustainable food companies, announced that it has received the Non-GMO Project verification for its entire line of products. Committed to using only non-GMO ingredients since its creation in 2005, Alter Eco is now proud to have this claim verified by a third-party.

The process of genetic modification, which takes place in a laboratory, typically merges DNA from different species, creating combinations of plant, animal, bacteria and viral genes that cannot occur in nature or in traditional crossbreeding.¹ With studies increasingly showing a correlation between consumption of GMOs and an array of health risks, and with U.S. consumer confidence shaken by ongoing food safety failures, distrust of GMOs is growing. As a result, more and more consumers are seeking non-GMO choices.

The Non-GMO Project offers North America's only third party non-GMO verification. The Project was created by natural food retailers in response to consumer concerns, and is a non-profit organization committed to providing consumers with clearly labeled and independently verified non-GMO choices.

"We are proud to support the Non-GMO Project providing consumers with the information to make a choice about GMO's in their food," says Mathieu Senard, co-founder and Chief Executive Officer of Alter Eco. "With our deep commitment to our farmers and organic practices, we have always supported GMO free foods. We are pleased to honor this commitment to a healthier, more socially just planet with the Non-GMO Project verification".

Alter Eco has always picked the highest quality, sustainable ingredients, for consumers in the United States and Canada. Alter Eco believes that GMOs are not compatible with

¹ Source: the Non-GMO Project's press release on Non-GMO month:

<http://www.nongmoproject.org/2010/10/01/as-concerns-about-food-safety-and-gmos-intensify-retailers-launch-first-national-non-gmo-month/>

its vision of quality, respect of the environment and of the producers. According to the Non-GMO Project, “over 80% of all GMOs grown worldwide are engineered for herbicide tolerance. As a result, use of toxic herbicides, like Roundup, has increased 15 times since GMOs were introduced.” Regarding farmers, the Non-GMO Project explains that “because GMOs are novel life forms, biotechnology companies have been able to obtain patents with which to restrict their use. As a result, the companies that make GMOs now have the power to sue farmers whose fields are contaminated with GMOs, even when it is the result of inevitable drift from neighboring fields. GMOs therefore pose a serious threat to farmer sovereignty.”²

For more information on the Non-GMO Project or the third-party Product Verification Process, visit: nonGMOproject.org/.

About Alter Eco

Alter Eco is a values-based brand of specialty foods that uses delicious, exotic, healthy and sustainable ingredients from around the world, while directly benefiting farming communities in the Global South. Working directly with farmers, Alter Eco offers foods that capture distinct attributes of various world regions including the ancient supergrain Royal Quinoa from the Bolivian Andes, heirloom Jasmine Rice from Northern and Eastern Thailand, Latin American-grown and Swiss-made dark chocolate bars, and unrefined ground Mascobado cane sugar from the Philippines. Visit www.alterecofoods.com.

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² Source: the Non-GMO Project FAQs page: <http://www.nongmoproject.org/learn-more/>