

Press Highlights

The following national media coverage highlights are provided for context. For accuracy and consistency, please refer to the FAQ Sheet (p. 4 of this Press Kit), rather than the stories below, for details about the Non-GMO Project and its programs.

New York Times

August 28th, 2009

“‘Non-GMO’ Seal Identifies Foods Mostly Biotech-Free,” William Neuman

http://www.nytimes.com/2009/08/29/business/29gmo.html?_r=1

Mother Nature Network (blog)

September 2, 2009

“A ‘Non-GMO’ seal for organic foods,” Robin Shreeves

<http://www.mnn.com/food/healthy-eating-recipes/blogs/a-non-gmo-seal-for-organic-foods>

Organic Processing

January/February 2010

“Non-GMO Update: Verification Program Reaching Critical Mass,” Ken Roseboro

<http://www.organicprocessing-digital.com/organicprocessing/20100102#pg10>

Sustainable Food News

February 5, 2010

“‘GMO-free’ is fastest-growing retailer brand claim, says Nielsen,” Dan McGovern

http://www.sustainablefoodnews.com/story.php?news_id=8323

The Organic & Non-GMO Report

April 2010

“Non-GMO Project participants say verification is doable,” Ken Roseboro

http://www.non-gmoreport.com/articles/apr10/nongmoproject_verificationdoable.php

Supermarket News

May 24, 2010

“Retailers Go Non-GMO,” Julie Gallagher

http://subscribers.supermarketnews.com/Grocery_Center_Store_Brands/retailers-go-non-gmo-0524/

An Organic Conversation (radio)

May 29, 2010

<http://www.nongmoproject.org/2010/06/02/non-gmo-project-on-the-radio/>

msnbc.com

June 21, 2010

“Marketing push targets bioengineered food,” Jennifer Alsever

http://www.msnbc.msn.com/id/37576031/ns/business-consumer_news/