



THE GLOBAL LEADER IN GMO IDENTIFICATION

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FOR IMMEDIATE RELEASE

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**GENETIC ID OFFERS GMO TESTING
TO NON-GMO PROJECT PARTICIPANTS**

Genetic ID's GMO testing methods approved for testing to Non-GMO Project standard

(Fairfield, Iowa, June 10, 2008). Genetic ID, the global leader in GMO identification, announces that it is an approved laboratory to test products enrolled in the Non-GMO Project, an initiative to verify the non-genetically modified (non-GMO) status of food and other products.

Standard definition for “non-GMO”

The United States does not require labeling of genetically modified (GM) food and feed. To address this issue, the North American organic and natural product industries launched an initiative called the Non-GMO Project to offer consumers verified non-GMO food options. The Project's third-party non-GMO verification program is voluntary, and participants are companies who see the value of offering their customers a verified non-GMO choice.

The Non-GMO Project provides a uniform, authoritative, consensus-based standard for what “non-GMO” means in North America. For example, the Project specifies certain “action thresholds” that participating companies must

meet in order for their products to be Non-GMO Project verified. The threshold is 0.1% GMO for seed, 0.5% GMO for food products, and 0.9% for animal feed.

World-class GMO testing, fast turnaround

Determining GMO content in a sample requires accurate and precise DNA-based PCR methods, which Genetic ID has specialized in for many years.

Genetic ID is one of just a few laboratories approved by the Non-GMO Project to offer GMO testing services to participating Project companies. Genetic ID is fully accredited to ISO/IEC 17025, the highest international standard for laboratory accreditation.

Genetic ID offers Non-GMO Project companies the following benefits:

- World-class GMO testing laboratory
- Quick turn-around time for testing—1 to 4 days
- Highest standards of independence and impartiality
- Highest standards of confidentiality and information security
- Responsive and timely customer service.

For questions, or to submit samples for testing, call one of our account managers toll-free at 1-888-229-2011, or e-mail info@genetic-id.com.

For more information about Genetic ID, visit www.genetic-id.com.

For more information about the Non-GMO Project, visit www.nongmoproject.org.

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