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FOR IMMEDIATE RELEASE

Straus Family Creamery supports Proposition 37 with release of new packaging

Thousands of reusable glass bottles and yogurt containers to feature text demanding GE food labeling across California

Petaluma, Calif., October 9, 2012 – [Straus Family Creamery](http://StrausFamilyCreamery.com) announces its new packaging, featuring information in support of the [California Right-to-Know Genetically Engineered Food Act](#), also known as Proposition 37. The new message on reusable glass bottles and yogurt film (under the lid) states Straus Family Creamery’s opinion on genetically engineered (GE) foods. “We all have a fundamental right to know what’s in the food we eat and feed our children”, will start appearing today on Straus Family Creamery products on shelves all across the state.

The new message on the packaging in support of Proposition 37 is part of Straus Family Creamery’s outreach campaign during the critical weeks before the election on November 6th. Nearly 100,000 quart- and half-gallon sized, reusable glass bottles were printed and include new artwork. The number of people who will see the new bottles and yogurt containers is estimated at almost 500,000.

“The opposition to Prop 37 likes to point out that labeling is too costly for manufacturers and consumers,” says Albert Straus, President of Straus Family Creamery, “but we can show that we only spend a fraction of a cent per bottle to change the entire information on the back side of our milk bottles. We change our packaging several times a year, which is a planned expense. It has absolutely no effect on our bottom line or on the price to the consumer.”

If passed, Proposition 37 would require that foods made, or partly made, from genetically engineered ingredients to be labeled with the words “Genetically Engineered” on the front or back of the package. The law would go into effect on July 1, 2014, which would give companies an 18-month window to make adjustments to their packaging.

Straus Family Creamery has been an early supporter of the initiative dating back to the time when the grassroots campaign was still collecting signatures to bring the initiative on the ballot. In addition to contributing \$5,000 to the campaign, President Albert Straus and Straus Family Creamery staff have been working tirelessly to raise awareness among consumers in California about genetically engineered foods and the importance of labeling.

Straus Family Creamery’s educational outreach campaign not only included the contribution of cash funds, but also the donation of many, many tubs of delicious, organic ice cream for GMO-labeling events, a significant amount of staff time to serve on committees and to act as spokespeople, as well as outreach via its website and social media platforms.

In 1994, Straus Family Creamery became the first certified organic dairy and creamery west of the Mississippi River and in 2010 the first and only [Non-GMO Project Verified](#) dairy and creamery in the country. A strong commitment to organic integrity and sustainability is instilled at every level of the operation and company culture. Straus Family Creamery therefore consistently strives to improve its processes, to reduce its carbon footprint and to work toward a sustainable food system in the US.

About Straus Family Creamery

Straus Family Creamery strives to consistently provide the highest quality, best-tasting organic milk, yogurt, butter, ice cream, and sour 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 farmers, employees and the community at large.

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