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## Australian carob producer secures non-GMO status

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The Australian Carob Company, producers of more than 200 tonnes of quality, allergy-free carob pods for distribution throughout Australia and export markets such as USA, China, Hong Kong and the UK, has secured Non-GMO verification from Cert ID.

Based in South Australia, The Australian Carob Company owns and harvests 6000 carob trees using sustainable and organic farming practices. Accredited by Australian Certified Organic (ACO) and USDA Organic Standards, non GM Verification by Cert ID, carried out by its Australian partner company HACCP Australia, will give The Australian Carob Company 'added value' with the increasing GM-aware Australian consumer, as well as in new export markets such as the USA.

Cert ID has Non-GMO verified the growing, harvesting, processing and packaging of seven carob products including Roasted Carob Powder, Raw Carob Powder, Raw Carob Kibble Nibbles, Carob Syrup. Back up testing was also undertaken to ensure that GM presence is below 0.1% as set out in the Cert ID Non GM Standard.

Cert ID's Non-GMO Verification system is designed for food manufacturers and ingredient suppliers who wish to inform consumers of the non-GM status of their product. The scheme is particularly suitable for food producers and manufacturers wishing to target the North American market where awareness of GM issues is increasing.

Michael Jolley, owner of The Australian Carob Company said: "We are already committed to the highest standards of sustainable and organic farming practices but our increasing export activities means we were being asked about our non GM status too. The Cert ID Non GMO Verification scheme provides a unique selling point because we are now able to demonstrate complete traceability at every step of carob production, which gives us real 'added value'.

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