

## Chobani yogurt targeted by anti-GE activists

*The following is an edited excerpt.*

Chobani yogurt, one of the country's fastest-growing CPG brands, is the latest to come under scrutiny from an activist group over its use of GMOs.

GMO Inside, an organization led by environmental group Green America, is calling on the Greek-yogurt segment leader to stop marketing its products as "real" and "natural" until it stops using milk from cows that are fed genetically-modified feed. The move represents one of the first attempts by US GMO activists to target dairy brands in addition to the cereal, bakery and grocery brands that have previously come under fire.

The challenge is a direct hit to Chobani's ongoing "Go Real" campaign, which launched in February. Upon visiting its website, consumers are bombarded with videos and diagrams detailing the brand's natural ingredients, including an illustration that tracks Chobani's farm-to-factory process.

**Read the full story here: [Chobani Targeted for GMO-Tainted Milk as NGOs Expand Criticism](#)**