

Naked Juice to verify non-GMOs under “All Natural” settlement

LOS ANGELES—Naked Juice Co. has agreed to test its ingredients in order to verify they do not contain genetically modified organisms (GMOs) as part of a \$9 million settlement agreement in a consolidated class action lawsuit.

The proposed settlement provides that Naked Juice shall verify through independent testing a “Non-GMO statement” on its product labels. Naked Juice plans to conduct the program through Eurofins GeneScan, an independent testing organization, and the program must adhere to a European standard that “permits no more than 0.9% GMO content in each ingredient and only when such presence is adventitious.”

Read the full, original story here: [“NAKED JUICE TO VERIFY NON-GMOS UNDER ‘ALL NATURAL’ SETTLEMENT”](#)