

Dannon Yogurt accused of misleading consumers about its sustainability commitment with 'non-GMO' claim

Dannon announced with great fanfare last year a “sweeping commitment for sustainable agriculture, more natural ingredients, and greater transparency,” with a key aspect of that pledge being its decision to begin sourcing the milk for its products from cows fed only non- GMO feed.

What the company didn't say was this: eliminating GMOs from their food supply does not improve sustainability – it jeopardizes it. In addition, whether a cow is fed GM or non-GM feed is irrelevant – the [science clearly shows](#) no genetic trace of the GMO-feed in the milk produced.

Read full, original article: [Case Studies: Dannon Yogurt](#)