



A GREENER WORLD

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FOR IMMEDIATE RELEASE

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WORLD'S FIRST CERTIFIED NON-GMO BY AGW TOMATO CHUTNEY

--BaBa Food Co. verifies product by sourcing Certified Non-GMO by AGW ingredients for, preservative-free chutney—



SEATTLE, WA (JULY 8, 2020)--[BaBa Foods Co.](#) is the world's first brand to source Certified Non-GMO by [A Greener World](#) (AGW) ingredients for their tomato chutney. Certified Non-GMO by AGW is a respected third-party certification and food label that guarantees production without the use of genetically modified ingredients.



BaBa Foods Co. is a Seattle-based artisan food manufacturer that produces BaBa's Certified Non-GMO by A Greener World (AGW) tomato chutney. This uniquely wholesome chutney is made with fresh ingredients from the Pacific Northwest. The chutney recipe has been passed down for multiple generations from owner Jasdeep Saran's mother's side of the family.

As a pioneering company, BaBa Foods Co. was looking to introduce a tomato chutney to the market that was nutritious and made with Certified Non-GMO by AGW ingredients. BaBa Foods Co. is the first-ever brand to offer a Certified Non-GMO by AGW tomato chutney.

As public concern for the labeling of GMOs (genetically modified organisms, also known as GE, or genetically engineered) continues to grow, the market for non-GMO products is surging 17% annually and expected to reach 1.1 billion USD by 2023, according to industry analyst, Technavio. Consumers seek out non-GMO products for a variety of reasons, including environmental sustainability, health, corporate consolidation and transparency. A lack of clear labeling around GMOs means that consumers must actively seek out Certified Non-GMO products to avoid them.

While other non-GMO labels exist, Certified Non-GMO by AGW stands alone in meeting consumer's expectations for meaningful prohibitions on GMO contamination (see comparison chart [here](#) for more details), and ensures that at no point in the growing, processing or manufacturing of the product will GMOs enter the system.

BaBa Foods Co. Owner, Jasdeep Saran, says,

"We are incredibly proud that BaBa Foods Co. tomato chutney is made with Certified Non-GMO by AGW ingredients. It's our highest priority to provide the very best product to our customers, and so certifying our quality ingredients with A Greener World verifies supply chain compliance with the most rigorous best practices for GMO avoidance in the industry."

A Greener World Director of Communications and Outreach, Emily Moose, says,

"BaBa Foods Co. is leading the way in giving their customers true transparency with meaningful food labels. BaBa Foods Co.'s decision to source Certified Non-GMO by AGW ingredients demonstrates their commitment to quality ingredients that have a concrete, positive effect on the planet. People want to know how their food is produced and we're proud to be partners

with BaBa Foods Co. in giving their customers the information they need to find products that align with their values.”

BaBa Foods Co. is pursuing distribution for their Certified Non-GMO by AGW tomato chutney , with anticipated availability at stores throughout Seattle, as well as online through their website babafoodsco.com. For more information follow the company on [Facebook](#), or email info@babafoodsco.com.

ABOUT A GREENER WORLD

A Greener World (AGW) identifies, audits, certifies and promotes practical, sustainable farming systems by supporting farmers and ranchers and informing consumers. AGW’s growing family of trusted certifications includes [Certified Animal Welfare Approved by AGW](#), [Salmon Welfare Certified by AGW](#), [Certified Grassfed by AGW](#) and [Certified Non-GMO by AGW](#). Each program is designed to have positive and measurable impacts on the environment, society and animals, and to encourage truly sustainable farming practices. AGW’s standards and procedures are robust, transparent and achievable.

A nonprofit funded by donations, AGW offers a range of resources to help people make informed food choices, including an [Online Directory](#) of certified farms and products and [Food Labels Exposed](#)--a definitive guide to food label claims (available in print and online). For more information visit agreenerworld.org.

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