

Australian carob producer secures non-GMO status

The Australian Carob Company produced more than 200 tonnes of quality, allergy-free carob pods in 2015 for distribution throughout Australia and export markets such as USA, China, Hong Kong, Singapore and the UK. It has secured Non-GMO verification from Cert ID. They expect to produce above 600 tonne per year by 2017.

Based in South Australia, The Australian Carob Company owns and harvests 6000 carob trees using sustainable and organic farming practices. The company believes non GM Verification by Cert ID, carried out by its partner company

products. These include Roasted Carob Powder, Raw Carob Powder, Raw Carob Kibble Nibbles and Carob Syrup. Laboratory testing is undertaken to validate that any 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 confirmed 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.



GMO-ID Australia, will give The Australian Carob Company 'added value' with the increasing GM-aware Australian consumer. This value extends into new export markets such as the USA where they have secured distributorship with Azure Standard throughout the USA.

The Australian Carob Company's *Pure* product range is truly nut free, gluten free and allergen free. This is guaranteed due to their on farm growing, harvesting, processing and packing with no other products coming in contact with their machinery.

Some advantages of Australian Carob over cocoa include the fact that every carob pod is washed for cleanliness and the carob is assured bug free. Also, being caffeine and theobromine free, carob does not cause the type of side effects that cocoa can. Further, carob does not go through a fermentation process, so customers can be sure they receive the best quality carob products available when purchasing from The Australian Carob Company.

The scope of the Cert ID Non-GMO certification covers the growing, harvesting, processing and packaging of seven carob

Michael Jolley, owner of The Australian Carob Company said: "We are already committed to the highest standards of sustainable and organic farming practices and our increasing export activities means we were being asked about our non GM status too. We wanted to enter the US market with not only the best tasting carob products that have ever been available but with also a very high standard of Non GMO certification. 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'. The business is also accredited by Australian Certified Organic (ACO) and USDA Organic Standards. ❁

For further information on
The Australian Carob Company
go to www.australiancarobs.com
or call 0408 891 994

For more information on
GMO-ID Australia and the Cert-ID Non-GM programme
go to www.gmoid.com.au or call 02 9956 6911

The
Australian
Carob Co.