
UDPATED NEWS RELEASE

FOR IMMEDIATE RELEASE

BIORIGINAL'S ALFAPRO[®] ALFALFA PROTEIN POWDER EARNS VERIFICATION BY NON-GMO PROJECT*Saskatoon, Saskatchewan - September 2, 2017*

Bioriginal's AlfaPro[®] alfalfa protein powder is now Non-GMO Project Verified. Made from 100% young alfalfa plants, AlfaPro[®] is part of Bioriginal's line of plant-based proteins useful for maintaining overall health and energy levels.

"Achieving this verification is a great outcome for both our company and our customers," says Bioriginal President, Joe Vidal. "It reaffirms our commitment to traceability and meets the growing consumer demand for non-GMO products."

Consumer interest in non-GMO products is leading the way in the clean label movement. Market research company, Packaged Facts, estimates that sales of non-GMO products will reach \$330 billion by 2019.¹

Non-GMO Project offers independent, third-party verification of GMO avoidance. According to Consumer Reports, the Non-GMO Project Verified seal is the most trusted non-GMO label among consumers.²

AlfaPro[®] is sourced from young alfalfa plants free of pesticides and fertilizers using a cold-juice press process. AlfaPro[®] is a highly digestible protein source providing more than 50% protein, with a Protein Digestibility Corrected Amino Acid Score (PDCAAS) of 0.986 that's rare among plant proteins. It also supplies additional vitamins, minerals and antioxidants to help with weight management and supports the immune system.

In addition to being Non-GMO Project Verified, AlfaPro[®] is also GRAS, Kosher certified, and Halal certified. Learn more at www.bioriginal.com/products/proteins/alfapro/

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About Bioriginal

Bioriginal is a global leader in delivering complete nutritional solutions to the food and nutraceutical industries. Bioriginal is headquartered in Saskatoon, Canada with facilities throughout the USA and Europe. Bioriginal is the Human Nutrition Division of Omega Protein Corporation. For more information, please visit www.bioriginal.com

Contact

Jenelyn Ong
Marketing Communications Specialist
1-306-975-9296
jong@bioriginal.com

1. "Manufacturers responding to non-G.M.O. trend." *Food Business News*, 23 February 2016, [Web](#)

2. "Consumer Reports Food Safety and Sustainability Center Report on GMOs in Corn and Soy." (n.d.): n. pag. Oct 2014.
http://greenerchoices.org/wp-content/uploads/2016/09/CR_FSASC_GMO_Final_Report_10102014.pdf

**Please contact Bioriginal's business development team for detailed information on specifications.*

Our business offices:

USA

1851 Kaiser Avenue

Irvine, CA 92614

Tel: (949) 622-9030

Fax: (949) 622-9033

E-mail: business@bioriginal.com

CANADA

102 Melville Street

Saskatoon, Saskatchewan

S7J 0R1

Tel: (306) 975-1166

Fax: (306) 242-3829

E-mail: business@bioriginal.com

THE NETHERLANDS

Bosland 40

3258 AC Den Bommel

Tel: +31 (0)187 618 020

Fax: +31 (0)187 618 040

E-mail: business@bioriginal.nl



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