



Fulfilling Consumer Preferences Dannon Introduces Its First Non-GMO Project Verified Yogurts

Select Dannon® and Danimals® Products Now Have the Non-GMO Project Verified Seal

White Plains, NY (September 18, 2017) – In just over one year since the Dannon Pledge was announced, Dannon has successfully transformed how it's making yogurt and is pleased to announce its Dannon® brand Whole Milk Yogurts and Plain Quarts as well as Danimals® Smoothies as Non-GMO Project Verified. These products will now begin to feature the Non-GMO Project Verified seal with its recognizable butterfly icon. The seal signifies that these products are in compliance with the Non-GMO Project standard and are made with milk from cows fed non-GMO feed. To qualify for the Non-GMO Project Verified seal, Dannon worked closely with its dairy farmer partners and ingredient suppliers to successfully navigate the rigorous evaluation process established by the Non-GMO Project, North America's most rigorous third-party verification system for non-GMO food and products.

"We hear that consumers increasingly want to know what's in the products they buy and how they're made. One of the ambitions of the Dannon Pledge was to provide consumers with yogurt choices that support the transparency they have been asking for. As a subsidiary of DanoneWave Public Benefit Corporation, the largest public benefit corporation in the U.S., we're making changes to our business to answer that demand. One key step is Non-GMO Project verification of select Dannon products," said Sergio Fuster, President of DanoneWave's yogurt team. "By working closely with organizations like the Non-GMO Project, we're offering consumers more food choices that match their preferences."

"At the Non-GMO Project, we're dedicated to building and protecting a non-GMO food supply and providing consumers with non-GMO choices. Aligning with a large and respected brand like Dannon is an incredible opportunity to inspire change across the industry to provide more non-GMO food choices to U.S. consumers," said Megan Westgate, Executive Director of the Non-GMO Project.

Achieving this major milestone required Dannon to work with its dairy farmer partners to develop the needed non-GMO feed for cows. An estimated 80,000 acres of U.S. farmland is needed to cultivate the new supply, and Dannon has relied on expertise and guidance from Green America to help develop that supply. "The scale at which Dannon is working is impressively large and we are pleased to be able to assist them to find the right partners to work with to ensure that America's leading yogurt maker continues to bring new choices to shoppers, while deepening their sustainability practices," said Alisa Gravitz, president and CEO of Green America. A new video available now at www.DannonPledge.com produced by Dannon includes some of the pioneering farmers working with Dannon to serve the evolving preferences of consumers.

Dannon products soon to be available with the Non-GMO Project Verified seal include:

- Dannon Whole Milk Yogurt
 - Available in single-serve (5.3 oz each), multi-packs and/or 32 oz sizes in Strawberry, Strawberry Banana, Vanilla and Peach varieties.
- Dannon Plain Yogurt Quarts
 - Available in full fat, lowfat and nonfat varieties.
- Danimals Smoothies (3.1 fl oz)
 - Available in multi-packs of six bottles and more (3.1 fl oz each serving) in a range of flavors, including Strawberry, Strawberry Banana, Strawberry Kiwi, Cotton Candy, Raspberry, and Orange Cream varieties.

Announced in April 2016, the Pledge is Dannon's commitment to a range of progressive practices focused on sustainable agriculture, transparency and naturality, which enables the company to offer consumers more of what they want in terms of yogurt choices.

DanoneWave's portfolio of Non-GMO Project Verified products is growing, in addition to DanoneWave's organic brands, such as Horizon and Earthbound Farm. The select Dannon and Danimals products that now carry the Non-GMO Project Verified seal join the Silk and So Delicious brands that have proudly carried this label for years.

At Danone we believe that each time we eat and drink, we can vote for the world we want to live in. This powerful idea is at the heart of what we call the Alimentation Revolution, a movement led by Danoners, together with consumers, retailers, farmers, suppliers and NGOs all designing, producing, marketing and consuming food in a new way – a way that brings health to people and health to our planet. Danone wants to make the Alimentation Revolution a reality for as many people as possible, all across the world. Why? Because we believe in a food and water ecosystem that works in harmony with people, communities and the environment.

At Danone we believe a healthy body needs healthy food. And healthy food needs a healthy planet. All with healthy ecosystems and strong, resilient social structures. We simply can't have one without the other. That's what our new signature, "One Planet One Health," encapsulates. It's a rallying call to everyone to join us.

About Dannon and DanoneWave

DanoneWave is a business unit of the global food and beverage maker Danone and DanoneWave has its U.S. headquarter offices in White Plains, NY, and Broomfield, CO. DanoneWave was formed following the acquisition of WhiteWave Foods by Danone, bringing together two purpose-driven, health-focused and high-growth companies. DanoneWave's ambition is to produce healthful dairy products, plant-based products and coffee creamers and beverages, while creating economic and social value and nurturing natural ecosystems through sustainable agriculture. Its portfolio of brands include: Activia®, DanActive®, Danimals®, Dannon, Danonino®, Danone®, Earthbound Farm®, Horizon® Organic premium dairy products, International Delight® coffee creamers and iced coffee, Light & Fit®, Oikos® Greek yogurt, Silk® plant-based foods and beverages, So Delicious® Dairy Free, Vega® and Wallaby® Organic. For more information about DanoneWave, please visit DanoneWave.com.

More information about the Dannon Pledge can be found at <http://www.dannonpledge.com/>.

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