

Benefits of Non-GMO Project Verification

TRADEMARK USE
GUIDE AND
PACKAGE DESIGN
GUIDANCE

PARTNERSHIPS,
SOCIAL MEDIA
FEATURES,
GIVEAWAYS, AND
ADVERTISING

MARKETING
MATERIALS AND
INDUSTRY NEWS



The Non-GMO Project is Here to Help Participants Make the Most of Product Verification!

TRADEMARKS

The Non-GMO Project and its trademark Butterfly is North America's most trusted and most widely recognized third-party certification for GMO avoidance. Participants in the Product Verification Program (PVP) receive the Butterfly for use on their Verified products along with the Trademark Use Guide, which provides directions on how to use the Butterfly and other Non-GMO Project trademarks. Using the Butterfly on Verified products provides instant brand recognition for consumers who seek to avoid GMOs.

MARKETING MATERIALS

Participants also receive a helpful suite of marketing materials upon product verification designed to help highlight their commitment to GMO transparency.

Resources include:

- Media kits full of graphics and posts to use across social media
- Newsletter article, blog post, and press release templates with the option of having a press release posted on nongmoproject.org
- Reviews of other marketing materials and advertisements
- Monthly newsletters with non-GMO trends, insights, and additional opportunities

Let's promote your
Non-GMO Project
verification!



PARTNERSHIPS

A number of exciting opportunities exist for the Project to work with brands, including developing creative content for digital and print media, being recognized at the most significant industry trade shows, and being included in campaigns and advertisements.

We have ongoing social media campaigns to highlight new Verified Participants every week, with Feature Friday. We also offer brands the chance to get involved with our Marketing team and dive into market research and development during annual campaigns and webinars.

Relationships with brands of all sizes are valued by the project. Get in touch with our team for help leveraging your Non-GMO Project verification!



Why Choose Non-GMO Project Verified?



Nearly half of consumers seek to avoid GMOs.¹



CONSUMERS SEEK NON-GMO PRODUCTS

As of 2018, 36 percent of consumers said they were buying more non-GMO products than they did the year previously.²



IN A CLASS OF ITS OWN

Non-GMO Project Verified is rated “excellent”—the highest available rating—by Consumer Reports.³

RETAILERS SEEK NON-GMO PRODUCTS

The largest national chains to the smallest shops and natural markets carry Non-GMO Project Verified products.

Whole Foods Market complianceWFM will require food products making a non-GMO claim to be third-party verified by 2022.⁴

As the 2022 deadline for National Bioengineered Food Disclosure Standard compliance draws nearer, American retailers are seeking third-party assurance that non-GMO products are truly non-GMO.

THE NON-GMO MARKET IS GROWING

Consumer demand for Non-GMO Project Verified products increases at nine percent per year.

The number of Non-GMO Project Verified products now exceeds 60,000 and sales have topped \$40 billion.

Forty-seven percent of Non-GMO Project Verified products are also certified USDA Organic.

1. Hartman Group, *Organic and Natural GMO Special Report*. 2018.

2. *Ibid.*

3. Consumer Reports, *Non-GMO Project Verified*.

<https://www.consumerreports.org/food-labels/seals-and-claims/non-gmo-project-verified>.

4. Whole Foods Market, *GMO Labeling*. Accessed August 2021.

<https://www.wholefoodsmarket.com/quality-standards/gmo-labeling>.

Get Verified!

Companies work with the Non-GMO Project and a Technical Administrator (TA) to enroll in the PVP and get their products Non-GMO Project Verified. All three parties communicate and work together, but the participant has specific responsibilities to complete with the Project and with their TA.

1 FAMILIARIZE YOURSELF WITH THE VERIFICATION PROCESS (NGP)

Check out our online resources to learn more about our program, and select a Technical Administrator for your product evaluation.

<https://www.nongmoproject.org/get-non-gmo-verified/>

2 SIGN A CONTRACT AGREEMENT WITH YOUR TECHNICAL ADMINISTRATOR (TA)

Once you select your TA, you will sign a contract agreement and enroll your products. This agreement should be returned to your Technical Administrator.

3 SIGN A LICENSE AGREEMENT (NGP)

Your Non-GMO Project License Agreement outlines the parameters of your participation in the program and the use of the Non-GMO Project's name and verification mark. This is separate from your TA contract agreement and should be returned to the Non-GMO Project. Once the license agreement has been signed, we will provide you with our trademark artwork to be used for design purposes only.

4 PRODUCT EVALUATION (TA)

Your TA will design and guide you through your evaluation process. Prepare for your evaluation with documentation, which could include, invoices, proofs of purchase, standard operating procedures for your facility, and certificates of analysis for your ingredients. *

5 VERIFICATION (TA)

You will receive a Certificate of Verification (COV) from your TA. Questions about your COV? Your TA can help!

6 VERIFICATION & MARKETING OPPORTUNITIES (NGP)

Once your product evaluation has been successfully completed, the Non-GMO Project Verified Mark can be used on your products. Additionally, our Client Experience team can connect you with our Marketing team to explore sponsorship and other marketing support options.

7 ANNUAL RENEWAL (TA)

Your TA will review your verified product on an annual basis. If you would like to add new products to your portfolio at any time, please contact your TA directly. Your TA will design and guide you through the re-evaluation process. You will receive an updated Certificate of Verification from your TA. Renewal fees apply.

*Testing and/or affidavits are required for high-risk crops and their derivatives and must be completed by a Non-GMO Project approved laboratory. An on-site inspection of your facility may be required.

Get Started!

The first step in your product verification journey is to enroll products with a Technical Administrator. The Project sets and controls the Standard, and these four independent TAs evaluate products to determine compliance.

Each TA has a unique pricing model and selection of additional services. The Project encourages Participants to research each TA and contact them directly to find the one that best suits their needs. It is possible to work with multiple TAs as long as different products are submitted to each.



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SCS Global Services
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PVP Participants: +1 (800) 326-3228

**LEARN MORE ABOUT EACH TA AND
DOWNLOAD THEIR OUTLINE OF FEES AT:**

[HTTPS://WWW.NONGMOPROJECT.ORG/TECHNICAL-ADMINISTRATORS/](https://www.nongmoproject.org/technical-administrators/)



Get in touch today!

Schedule a call to talk about verification.

Connect with our Business Development team at

getstarted@nongmoproject.org

(360) 255-7704

OR

get started by filling out a form at

<https://www.nongmoproject.org/apply-for-verification/>

Already have products enrolled in the PVP and have questions?

Contact us at

verification@nongmoproject.org

(360) 255-7704

Want more details on our Standard and program requirements?

Visit

<https://www.nongmoproject.org/product-verification-resources/>