



# 5 Reasons Products Are Better With the Butterfly

## 1. Be a part of change for good

Non-GMO is the first step toward organic and regenerative farming practices, creating a pathway to better, more holistic systems. Did you know? **87%** of natural shoppers look for brands they believe are creating positive change in our food system.<sup>1</sup>

## 2. Express your brand values

The Butterfly label helps tell your brand story. Consumer purchasing choices consistently align with shoppers' values. Today **88%** of natural shoppers believe GMOs are unnatural and **62%** of all shoppers worry about the long-term impact of genetically engineered foods on our collective health.<sup>1</sup>

## 3. Boost sales numbers

Shoppers are more likely to buy products with the Butterfly. Purchase intent of products with our label has increased to **43%** of all shoppers<sup>1</sup>. Plus, brands that promote their product verification can see up to **20%** sales lift.<sup>3</sup>

## 4. Earn trust, build transparency

The Butterfly continues to be a wayfinder to trust for eaters, building transparency in our food system that empowers individuals to make choices that align with their values. Of shoppers aware of the Butterfly, **88%** trust the Non-GMO Project Verified mark.<sup>2</sup>

## 5. Raise your sustainability scorecard

Eaters are clearly looking for clean food labeling such as Non-GMO Project verification. Non-GMO Project Verified and USDA Organic are the top two most recognized *and* most important certifications for shoppers.

### Get noticed by retailers!

Did you know? Each month, we share our Non-GMO Project Verified product listings with retailers across the country.

<sup>1</sup>Linkage Research 2023, U.S. and Canadian shoppers

<sup>2</sup>Hartman Group, Organic 2022: Then Now Next. U.S. shoppers.

<sup>3</sup>SPINS Non-GMO Project Aggregated Retail Scan Data and Non-GMO Project Internal Marketing Data Monitor