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Working together to preserve and build the non-GMO food supply, educate consumers, and provide verified non-GMO choices.

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## Animal Feed is the Key to a Non-GMO Future

**Half of all corn and soy grown in the U.S. is used for animal feed, and nearly all of that is GMO.**

When livestock and poultry farmers make the switch to non-GMO animal feed, it has a real potential to change U.S. agriculture and ensure a greater number of non-GMO acres.

The Non-GMO Project is the only seal on the marketplace that **requires ongoing testing of animal feed**. This distinction is meaningful; including animal feed in the product evaluation maintains non-GMO cropland in the U.S. and adds to the trust that consumers place in the Butterfly.



## New Animal-Derived Input FAQs

Are you a dairy farmer? Livestock producer? Have eggs or butter in your product?

Check out our newly published **Animal-Derived Inputs FAQ**. This is a great resource for information on what the **Non-GMO Project Standard** requires for animal-derived products and ingredients.

## And the Winner of the End Cap Competition is... Dean's Natural Food Market in Basking Ridge, New Jersey!

Each October during **Non-GMO month** Participating Retailers focus on promoting the non-GMO message through meaningful and targeted merchandising, education, and events. They also compete in an endcap competition, using their creativity to feature Non-GMO Project Verified products.

We love the number of Verified products on display in this winning entry from Dean's Natural Food Market in Basking Ridge, New Jersey.

There are **over 12,730 (and counting!)** **Participating Retailers** who help educate consumers and connect shoppers with the Non-GMO Project Verified products they are looking for.



## Ready to Take the Next Step in Your Non-GMO Project Verification?

The next step to getting your product verified is to choose an independent Technical Administrator (TA) to evaluate your products. We work with four different companies—each one sets its own pricing (**which can be downloaded from our website**) and will guide you through a product evaluation.

**SCS Global Services** has been providing global leadership in third-party environmental and sustainability certification, auditing, testing, and standards development for three decades.

**Where Food Comes From** offers a wide array of verification and certification services to help food producers, brands, and consumers differentiate certain attributes and production methods in the marketplace.

**FoodChain ID** has verified over 40,000 products for the Non-GMO Project—the vast majority of the North American non-GMO market.

**NSF International** is an independent, accredited organization with 70 years of experience as a global leader and trusted partner with organizations who seek to protect food, supplements, consumer products, and the environment.

All of the Technical Administrators offer discounts for bundling of services with other certifications provided, such as certified organic or kosher. Contact them today for a custom quote!

## Sign Up for Our Next Webinar Today!

The Non-GMO Project Standard evaluates animal-derived inputs (think dairy, eggs, and meat) by evaluating the animals' feed. This webinar will take a look at the specific parts of the product verification process that pertain to both brand owners who incorporate these types of products into their formulation, as well as the farmers who are raising the animals.



**Register today** for our webinar "Animal-Derived Inputs and the Verification Process" to learn more.

This will take place **Wed, Nov 29, 2017 9:00 AM - 9:30 AM PST**. Key topics will include:

- Understanding why animal products are high risk
- A closer look at what the Standard says about animal feed
- How animal-derived inputs are evaluated
- Testing and inspections

**Did you miss our webinar "Why Get Verified"?** Don't worry! We can send you a recording. Please **submit this request form** if you are interested in receiving a copy of the webinar.

## Have Questions?

Contact Client Services with any questions you may have about Non-GMO Project verification. We're happy to help!

Reach us at  
[verification@nongmoproject.org](mailto:verification@nongmoproject.org) or  
(360) 255-7704 x1.

*Heather, Dede, Annie, Isaac, and Kiira*  
**Client Services Team**



Working together to preserve and build the non-GMO food supply, educate consumers, and provide verified non-GMO options.

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