

# Discover the Butterfly!



## THE BUTTERFLY

The butterfly on the Non-GMO Project Verified seal symbolizes the interconnectedness of our food choices and the world's ecosystem. The monarch's survival has also been directly threatened by GMOs and chemical agriculture. Each food choice we make has critical impacts on our planet.

## NON

### NON-GMO DEFINED

To ensure that a product is non-GMO, it must go through a rigorous evaluation process for every ingredient. Major GMO risk ingredients are tested to ensure compliance with the Non-GMO Project Standard, and segregation and traceability measures must also be in place to preserve the integrity of the product through the entire manufacturing process.

## GMO

### WHAT'S A GMO?

Genetically modified organisms (GMOs) are living organisms whose genetic material has been artificially manipulated in a laboratory through genetic engineering. This creates combinations of plant, animal, bacteria, and virus genes that do not occur in nature or through traditional crossbreeding methods.



## THE CHECKMARK

The checkmark leaf symbolizes the approval process of the non-GMO crops used in verified products. Ensuring that crops are not genetically engineered is an important step in helping to protect our environment.



## Project

### OUR MISSION

Since its origins, the Non-GMO Project has been a collaboration between stakeholders from the entire food supply chain, along with a network of technical and expert advisers from a broad and diverse range of backgrounds and sectors. We all have to work together to provide consumers an informed choice about GMO consumption and to preserve and build our non-GMO food supply.

[nongmoproject.org](http://nongmoproject.org)

### CONNECT WITH US

As part of our deep commitment to transparency, we want to ensure that all shoppers can easily access our website and our Standard so that they can learn what it means for a product to be Non-GMO Project Verified and find a complete list of non-GMO products.

## VERIFIED

### OUR VERIFICATION STANDARD

Products bearing this verification mark are compliant with the Non-GMO Project Standard. The verification process includes segregation and traceability measures, ongoing testing for major GMO risk ingredients, and prohibits emerging genetic engineering technologies.

