



Dear Valued Participant,

To support the work of our nonprofit organization and the growth of our Product Verification Program, the Non-GMO Project is increasing our product verification fee from \$70 to \$105 as of August 1, 2022.

At the Non-GMO Project, we are growing the non-GMO food supply for one very important reason: to meet increasing consumer demand for products like yours.

More than two-thirds of North American shoppers are looking for the Butterfly in every section of the grocery store, and their shopping carts show it: Sales of Non-GMO Verified products in the past two years have increased 17.7% to nearly \$40 billion in 2021 – significantly stronger growth than products that don't carry the Butterfly. Even certified organic products show stronger growth when paired with the Butterfly.¹

With the emergence of new, unlabeled, and unregulated GMOs across every grocery category, it's no wonder that 55% of your industry colleagues believe demand for the Butterfly will increase in the next five years. Why? 82% of brands like yours see consumer appeal as the driver, and 72% say it is an aid to buyer acceptance and distribution gains.²

By verifying more products and marketing them to millions of new consumers per year, your product verification fees help us drive this growth in both supply and demand.

Thank you for being a part of our Product Verification Program. Together we are growing the market and the movement for a better, more transparent food system.

Sincerely,



The Non-GMO Project

¹ SPINS 2021 Sales Data
² Linkage 2022 Industry Survey

THANK YOU FOR
BEING PART OF
OUR PROGRAM



Frequently Asked Questions | What Participants Need to Know

When will the fee increase become effective?

Effective August 1, 2022, the Non-GMO Project verification fee will increase from \$70 per product to \$105 per product. The verification fee is charged by Technical Administrators upon completion of new product verification or at time of product verification renewal. Any action to obtain product verification after August 1 will be billed the new \$105 per product fee.

Why is the Product Verification Program per product fee being increased this year and where is the money going?

This fee increase is happening now in an effort to allow our nonprofit organization to better support your Non-GMO Project Verified brand, increase our services, invest in our people, and spark systemic change in the food system.

At the Non-GMO Project, we are growing a movement. We are on a mission to create a more transparent food system that is better for people, the planet, and future generations. We are unique among nonprofits in that we do not rely on grants or benefactors. The fees for the Product Verification Program are the primary source of revenue for the Non-GMO Project, which is how we maintain our independent and nonprofit status. The Non-GMO Project has not increased our fee since October of 2018.

How did you determine how much to increase fees by?

The fee increase will provide capacity for the Non-GMO Project to address the increasingly complex supply chains as well as the threat of new GMO techniques to consumers. After careful review of our Non-GMO Project Verified product portfolio, and with guidance from our Board of Directors, we selected a fee increase that is comparable to our previous fee increase in 2018. We value all the participants in our program and do not take increasing our fee lightly. We are grateful for your ongoing commitment to providing Non-GMO Verified choices to consumers.

Why should my products be Non-GMO Project Verified?

The Non-GMO Project Verified mark is the fastest-growing label in the natural products industry, representing about \$40 billion in annual sales and more than 64,000 verified products for over 3,000 brands. Non-GMO products are in demand and the Non-GMO Project Verified seal is the most trusted non-GMO label among consumers. Nearly half of consumers seek to avoid GMOs and 54% of North American consumers recognize the Non-GMO Project verification mark. The Non-GMO Project Verified seal gives shoppers the assurance that a product has completed a comprehensive third-party verification for compliance with the Non-GMO Project Standard. When it comes to food labeling, third-party certifications are best because they ensure the claim is unbiased, rigorous, and transparent.

In an ongoing effort to increase quality standards and reduce label confusion, a number of grocery retailers have now enacted purchasing policies requiring third-party verification for all non-GMO claims. The Non-GMO Project works with retailers and distributors to ensure verified products are assigned the Non-GMO Project Verified attribute on shelves.

What support does the Non-GMO Project provide once my product is verified?

Brands that have achieved verified status for their products benefit from the overall promotional efforts of the Project. You will have the support of the Non-GMO Project Marketing and Client Experience teams, access to marketing opportunities through our PR and social media networks, and gain access to our monthly newsletters with non-GMO trends, New GMOs Alerts, and market insights. We actively promote awareness of the Butterfly label through education, digital media, advertising, webinars, and industry events.

Whom do I contact for questions or more information?

For more information, please contact the Client Experience Team at verification@nongmoproject.org.