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.¹

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.¹

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 shoppers¹. Plus, brands that promote their product verification can see up to 20% sales lift.³

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.²

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.

¹Linkage Research 2023, U.S. and Canadian shoppers
³SPINS Non-GMO Project Aggregated Retail Scan Data and Non-GMO Project Internal Marketing Data Monitor