

# Benefits of Non-GMO Project Verification



TRADEMARK USE  
GUIDE AND  
PACKAGE DESIGN  
GUIDANCE

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PARTNERSHIPS,  
SOCIAL MEDIA  
FEATURES,  
GIVEAWAYS, AND  
ADVERTISING

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MARKETING  
MATERIALS AND  
INDUSTRY NEWS



# The Non-GMO Project is Here to Help Participants Make the Most of Product Verification!

## TRADEMARKS

The Non-GMO Project and its trademark Butterfly is North America's most trusted and most widely recognized third-party certification for GMO avoidance. Participants in the Product Verification Program (PVP) receive the Butterfly for use on their Verified products along with the Trademark Use Guide, which provides directions on how to use the Butterfly and other Non-GMO Project trademarks. Using the Butterfly on Verified products provides instant brand recognition for consumers who seek to avoid GMOs.

## MARKETING MATERIALS

Participants also receive a helpful suite of marketing materials upon product verification designed to help highlight their commitment to GMO transparency.

Resources include:

- Media kits full of graphics and posts to use across social media
- Newsletter article, blog post, and press release templates with the option of having a press release posted on [nongmoproject.org](https://nongmoproject.org)
- Reviews of other marketing materials and advertisements
- Monthly newsletters with non-GMO trends, insights, and additional opportunities

Let's promote your  
Non-GMO Project  
verification!



# PARTNERSHIPS

The Project is also excited to team up with brands to develop creative content for digital and print media, recognition at the largest industry trade shows, placement in campaigns, ads, and more.

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Brands can get involved in ongoing campaigns such as Brand Wednesday, which highlights a newly Verified Participant each week to over 1.3 million social media followers. Brands can also work with our dynamic Marketing team to dive into market research and develop and share content.

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The Project values relationships with brands of all sizes. Connect with the team to leverage Non-GMO Project verification in the natural and organic marketplace!



# Why Choose Non-GMO Project Verified?



Nearly half of consumers seek to avoid GMOs.<sup>1</sup>



## CONSUMERS SEEK NON-GMO PRODUCTS

As of 2018, 36 percent of consumers said they were buying more non-GMO products than they did the year previously.<sup>2</sup>



## IN A CLASS OF ITS OWN

Non-GMO Project Verified is rated “excellent”—the highest available rating—by Consumer Reports.<sup>3</sup>

## RETAILERS SEEK NON-GMO PRODUCTS

The largest national grocery chains to the smallest shops and natural markets carry Non-GMO Project Verified products.

Whole Foods Market compliance: WFM will require food products making a non-GMO claim to be third-party verified by 2022.<sup>4</sup>

With the implementation of the National Bioengineered Food Disclosure Standard, American retailers are seeking third-party assurance that non-GMO products are truly non-GMO and clear, recognizable labeling for their consumers.

## THE NON-GMO MARKET IS GROWING

Consumer demand for Non-GMO Project Verified products increases by nine percent each year.

The number of Non-GMO Project Verified products now exceeds 60,000. Sales topped \$30 billion in 2019.

Forty-seven percent of Non-GMO Project Verified products are also certified USDA Organic.

1. Hartman Group, Organic and Natural GMO Special Report. 2018.

2. Ibid.

3. Consumer Reports, Non-GMO Project Verified.

<https://www.consumerreports.org/food-labels/seals-and-claims/non-gmo-project-verified>.

4. Whole Foods Market, GMO Labeling. Accessed August 2021.

<https://www.wholefoodsmarket.com/quality-standards/gmo-labeling>.

# Get Verified!

Companies work with the Non-GMO Project and a Technical Administrator (TA) to enroll in the PVP and get their products Non-GMO Project Verified. All three parties communicate and work together, but the Participant has specific responsibilities to complete with the Project and with their TA. Keep reading for more information about each step.

## 1 FAMILIARIZE YOURSELF WITH THE VERIFICATION PROCESS (NGP) 🐦

Check out our online resources to learn more about our program, and select a Technical Administrator for your product evaluation.

[nongmoproject.org/product-verification/technical-administrators](http://nongmoproject.org/product-verification/technical-administrators)

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## 2 SIGN A CONTRACT AGREEMENT WITH YOUR TECHNICAL ADMINISTRATOR (TA)

Once you select your TA, you will sign a contract agreement and enroll your products. This agreement should be returned to your Technical Administrator.

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## 3 SIGN A LICENSE AGREEMENT (NGP) 🐦

Your Non-GMO Project license agreement outlines the parameters of your participation in the program and the use of the Non-GMO Project's name and verification mark. This is separate from your TA contract agreement and should be returned to the Non-GMO Project. Once the license agreement has been signed, we will provide you with our trademark artwork to be used for design purposes only.

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## 4 PRODUCT EVALUATION (TA)

Your TA will design and guide you through your evaluation process. Prepare for your evaluation with documentation, which could include, invoices, proofs of purchase, standard operating procedures for your facility, and certificates of analysis for your ingredients. \*

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## 5 VERIFICATION (TA)

You will receive a Certificate of Verification (COV) from your TA. Questions about your COV? Your TA can help!

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## 6 VERIFICATION & MARKETING OPPORTUNITIES (NGP) 🐦

Once your product evaluation has been successfully completed, the Non-GMO Project Verified Mark can be used on your products. Additionally, our Client Experience team can connect you with our Marketing team to explore sponsorship and other marketing support options.

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## 7 ANNUAL RENEWAL (TA)

Your TA will review your Verified product on an annual basis. If you would like to add new products to your portfolio at any time, please contact your TA directly. Your TA will design and guide you through the re-evaluation process. You will receive an updated Certificate of Verification from your TA. Renewal fees apply.

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\*Testing and/or affidavits are required for high-risk crops and their derivatives and must be completed by a Non-GMO Project approved laboratory. An on-site inspection of your facility may be required.





## Get in touch today!

Schedule a call to talk about verification.

Connect with our Business Development team at:

[getstarted@nongmoproject.org](mailto:getstarted@nongmoproject.org)

(360) 255-7704

OR

get started by filling out a form at:

[nongmoproject.org/product-verification/get-started](https://nongmoproject.org/product-verification/get-started)

Already have products enrolled in the PVP and have questions?

Contact us at:

[verification@nongmoproject.org](mailto:verification@nongmoproject.org)

(360) 255-7704

Want more details on our Standard and program requirements?

[nongmoproject.org/product-verification/pvp-resources](https://nongmoproject.org/product-verification/pvp-resources)