



# Non-GMO Project Verification Guide for Brand Owners

# Participants and Brand Owners:

## Who is involved in the Product Verification Program (PVP)?

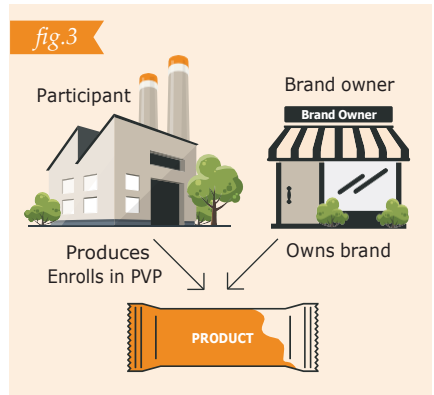
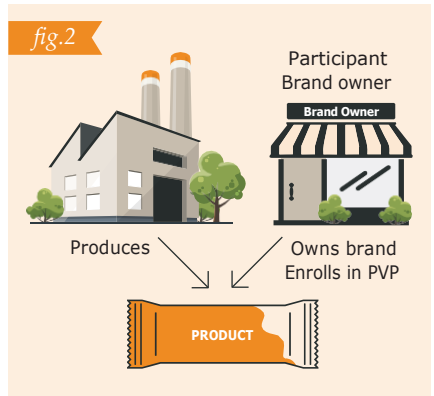
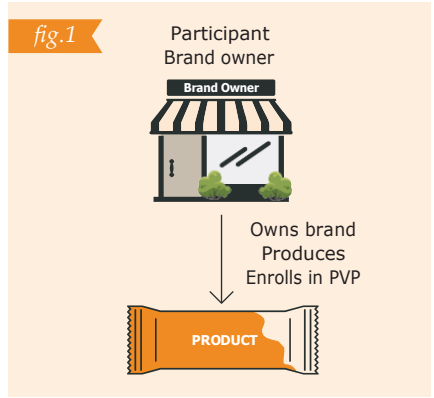
**Participant** — The company that enrolls products in the PVP. The Participant may enroll products under their own brand(s) and/or on behalf of an otherwise unrelated brand owner such as a private label company. They will select and work with their Technical Administrator (TA) on the evaluation process and complete licensing with the Project. The Participant should refer to the [Verification Guide](#) for further information on how to enroll in the PVP.

**Brand owner** — The company that owns the brand under which products are enrolled in the PVP.

Often, the company that enrolls products in the PVP is also the brand owner of those products (*Figures 1 and 2*). In these cases, the company should think of themselves primarily as the Participant in the program and should refer to the [Verification Guide](#).

Just as often, the Participant is not the same company that owns the brand of enrolled products (*Figure 3*). The Participant may be a co-packing or co-manufacturing company that is otherwise not legally related to the brand owner of the enrolled Products. In this case, the brand owner has a different role to play in helping their products through the PVP, and you can read about that role in the following pages.

These figures do not represent all scenarios and company structures. They are meant to illustrate some common ways companies enroll products in the PVP.

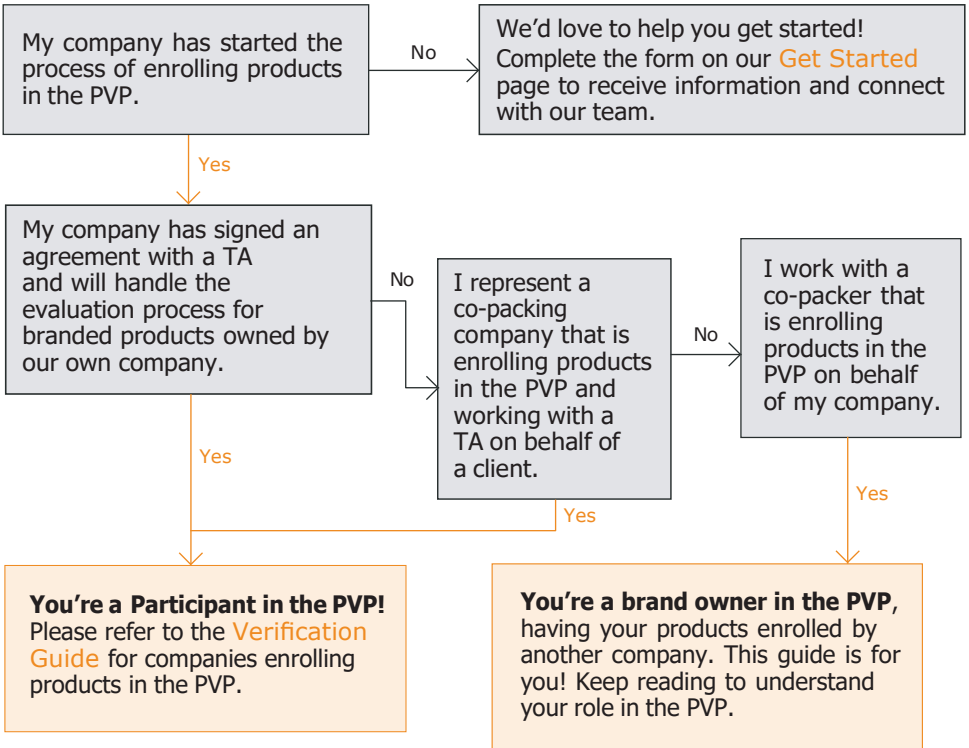


*This document is an informational flyer that seeks to answer some of the most common questions we receive regarding the verification process. It is not a substitute for the Non-GMO Project Standard. If you have any specific questions regarding the verification process, please contact our Client Services team at [verification@nongmoproject.org](mailto:verification@nongmoproject.org).*

# Understand Your Role in the Non-GMO Project Product Verification Program



This guide is designed to help private label and other brand owners understand their role in the PVP when a separate company, like a co-packer or co-manufacturer, is enrolling products on their behalf. Follow the paths below to determine your company's role in the PVP and find the guide that will be most helpful for you.



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# Start the Verification Process as a Brand Owner

Your co-packer can enroll your products and handle all aspects of the product evaluation on your company's behalf. They can refer to the [Verification Guide](#) and the [Get Started](#) page on our website for more information. To start, they will need to select and work with one of our third-party [Technical Administrators](#) who will evaluate your products for compliance with the Non-GMO Project Standard. As the brand owner, you will not need to be directly involved in the evaluation if your co-packer is willing to enroll products on your behalf.

## Licensing

In order to participate in the PVP and use the Project's trademark Butterfly logos, the Participant and the brand owner must complete licensing with the Non-GMO Project.

Upon enrolling, your co-packer will sign a license agreement with the Project as well as a contract with their TA that outlines their agreement and all fees associated with evaluation. Additionally, you, the brand owner, will need to complete licensing with the Project. This step cannot be done on your behalf by a co-packer. Licensing must be sent directly to the licensee.

When your co-packer enrolls products in the PVP they must submit contact information for themselves as well as the brand owner whose products they are enrolling. The Project uses this information to reach out to all parties with the necessary licensing documents and instructions.

If your co-packer is enrolling products on your behalf, please confirm that they have an appropriate contact for your company. You will only be issued licensing once your products are enrolled, and it will be sent to the contact provided to the Project by your co-packer.

Licensing Responsibilities	Technical Administrator Contract	Non-GMO Project License Agreement
Co-packer	Yes	Yes
Brand Owner	No	Yes

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# Certificates

Once a product is successfully Verified and all necessary licensing is complete, a Certificate of Verification (COV) will be issued to your co-packer by the TA. If you, the brand owner, would like a copy of the COV, you can collect them from your co-packer.

# Verification Marks

As the brand owner with a signed license agreement, you will have access to the Non-GMO Project Verification Marks for use on Verified products. Your co-packer will also receive the trademark artwork files so either company can be responsible for the package design process. It is your responsibility to use the trademarks in compliance with the [Trademark Use Guide](#).

# Marketing Opportunities with Non-GMO Project

As a brand owner, there are many ways to participate with the Project to promote your Verified products. We offer engaging content like social media kits and press releases, marketing opportunities, and other ways to connect. It is also easy to participate in consumer awareness campaigns like #BeTheButterfly and Non-GMO Month in October.

You can contact our team at [verification@nongmoproject.org](mailto:verification@nongmoproject.org) to learn about ways to promote your products once they are Non-GMO Project Verified.

# Resources

**For more information about the Non-GMO Project visit our [website](#) and [Product Verification Resources](#) page.**

**Fill out a [Get Started Form](#) to connect with our Business Development team.**

**Email [verification@nongmoproject.org](mailto:verification@nongmoproject.org) with any questions — we're happy to help!**

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