



Nearly half of consumers seek to avoid GMOs¹ — and not all non GMO claims are equal.



Consumers trust the Butterfly label.

North American consumers say they seek out certifications when shopping more than 30% of the time.²

54% of North American consumers recognize the Non-GMO Project verification mark.²

Consumers are willing to pay more for Non-GMO Project Verified products over self-made claims.²



WWW.NONGMOPROJECT.ORG

Sources: ¹ Hartman Group, Organic and Natural GMO Special Report ² Linkage Research 2021

The natural food landscape is changing rapidly.

NON-GMO PROJECT

Over the last few years, the growth of the biotechnology industry has rapidly accelerated. Today, genetic engineering is no longer about a few commodity crops — it includes engineering animals, gene-edited crops, and ingredients brewed in vats in warehouses with novel organisms. These new GMOs are largely unregulated and unlabeled, and they're flying under the radar of the natural products industry. The Non-GMO Project is committed to keeping you informed so that you can operate with confidence in this new and quickly evolving landscape.

OUR SERVICES

We're the only third-party verification program for non-GMO food and products in North America. We created what's called the Non-GMO Project Standard, a rigorous and consistently updated set of requirements by which we measure food and products against in order to test for non-GMO compliance. Participants in our Product Verification Program (PVP) work with third-party technical administrators to become Verified and receive the Butterfly for use on their Verified products. Using the Butterfly on Verified products provides instant brand recognition for consumers who seek to avoid GMOs.



Support & Resources

You will have the support of the Non-GMO Project Marketing and Client Experience teams.



Marketing

You will have access to marketing opportunities through our PR and social media networks.



Insider Newsletters

You will gain access to our monthly newsletters with non-GMO trends, new GMOs alerts, and market insights.



Learn how to land the Butterfly by emailing verification@nongmoproject.org



Join our community of Verified brands \$40B strong



With so many new techniques, processes and terms for genetic engineering flooding the market the best non-GMO label is the Butterfly.



The number of Non-GMO Project Verified products now exceeds 60,000 and sales have topped \$40 billion.



4 out of 5 natural consumers look for Non-GMO Project Verified groceries.¹

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Sources: ¹ Linkage 2020