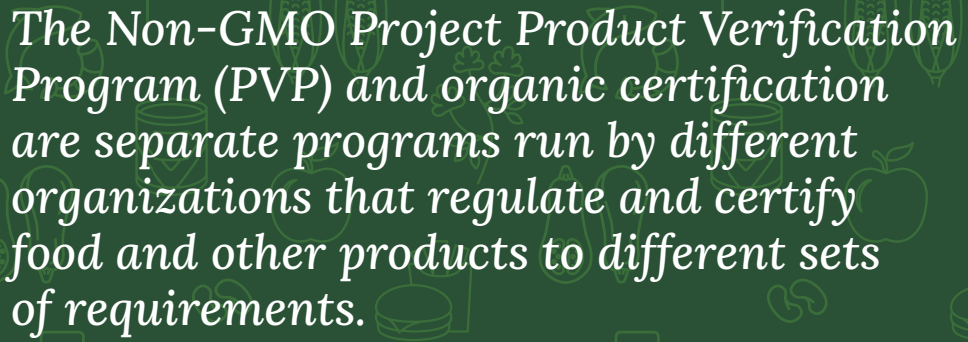




Non-GMO Project and Organic



The Non-GMO Project Product Verification Program (PVP) and organic certification are separate programs run by different organizations that regulate and certify food and other products to different sets of requirements.

Non-GMO Project

The PVP certifies products specifically to the [Non-GMO Project Standard](#). The Standard is a public document that offers the most rigorous assurance of GMO avoidance. It is supported by the research and expertise of the dedicated Non-GMO Project team responding to the realities of GMO production and supply chains.

The PVP can be thought of as a program with great depth. The PVP is single-issue, which means that it focuses on GMO avoidance and does not certify that a product has met other concerns such as dietary restrictions or pesticide avoidance.

This focus allows the Project to develop expertise in how to best achieve GMO avoidance in a complex food system and create a robust and educated consumer base that recognizes and trusts the Butterfly (Non-GMO Project Verified Mark). While the realities of food production make 100% non-gmo claims scientifically indefensible, the PVP offers the most rigorous program of gmo avoidance and balances meaningfulness and achievability

The Depth of the Non-GMO Project Product Verification Program



PVP FOCUS ON TESTING AND TRACEABILITY

The PVP employs **mandatory GMO testing, thorough documentation, and traceability and segregation requirements** as a program of rigorous GMO avoidance.



THE NON-GMO PROJECT STANDARD

The Standard undergoes **public comment and revision to integrate the most up-to-date information** regarding GMO avoidance.



GLOBAL SUPPLY CHAIN RESEARCH

The Project has **research staff dedicated to understanding input and ingredient supply chains** to best affect their transformation to non-GMO and balance the meaningfulness and achievability of the PVP.



MARKETING AND CONSUMER ENGAGEMENT

The Project's Marketing team helps consumers understand the importance of shopping Non-GMO Project Verified. **The Project continues to build a community around the Butterfly** and Non-GMO Project Verified products.



NEW GMO MONITORING

The Project has **dedicated staff members tracking new and emerging technologies in the food system** to inform the Standard and consumer education.



INDUSTRY GMO EDUCATION

The Project shares its knowledge with industry stakeholders through educational newsletters, technical documents, webinars, and other media.

Organic

Organic programs in the US and Canada are run by government agencies in each country and provide sets of rules for how products are raised, grown, or otherwise developed. [The American program](#) focuses on avoiding excluded methods, while [Canada's program](#) relies on a list of permitted substances. These programs can be thought of as broader. They address a variety of production aspects, including the prohibition of synthetic pesticides and growth hormones. These programs also require the producer to develop a system plan that does not purposefully use GMOs.

Non-GMO Project and the GMO Issue

When the Project began in 2007, it helped establish a standardized definition for non-GMO products in North America. Today, the Project's experience and focus allows it to respond to shifting supply chains and new genetic engineering techniques and maintain the most rigorous and proactive program for GMO avoidance. Through research and education, the Project builds a non-GMO community around rigor, brand recognition, support, and trust.

PVP Rigor and Testing

The Standard employs testing and documentation to evaluate products rigorously.

According to the Standard, testable high-risk major inputs to products must be tested to validate their non-GMO status. Testing is crucial to the rigor of the PVP because it is the most reliable way to measure and restrict the reality of potential GMO contamination. GMOs can contaminate other crops or inputs through pollen drift or at other points during processing, transportation, and storage.

Inputs subject to testing must be tested at a point along the supply chain where there is sufficient DNA intact to yield meaningful test results. This disallows manufacturing from beginning with a GMO ingredient and processing it into something that does not produce meaningful test results.

For inputs that are non-testable, the PVP also employs affidavit requirements. These and other thorough documentation, traceability, and segregation requirements also support the rigor of the PVP.

New GMO Monitoring

The Non-GMO Project team constantly monitors the landscape of GMO technology and incorporates knowledge of new genetic engineering techniques in evaluating GMO risks and implementing the PVP.

Other programs, including the [USDA's NBFDS](#), use more limited definitions of GMOs and the science behind them that ignore many new techniques or provide unclear assessment that may make certification and communication with consumers difficult.

The Project also [offers resources](#) to help producers keep goods non-GMO, understand supply chains, and deliver the natural products consumers want.

Brand Recognition, Support, and Trust

In addition to research and industry engagement, the Project is also engaged in robust marketing that helps consumers understand the importance of shopping Non-GMO Project Verified and continues to drive business to products with the Butterfly. When brands and producers achieve Non-GMO Project Verification for their products, they join a partnership with the Project and access to its many [benefits](#) as well as an engaged consumer base ten years in the making.

The Project's consumer research reveals again and again: consumers look for the Non-GMO Project Butterfly.

39% of all shoppers are more likely to buy a product when they see the Butterfly. That's over 90 million shoppers!¹

1. SPINS = NGP, "Certification Matters More than Ever to Shopper," 2022

Over 60,000 products verified to the Non-GMO Project Standard showcase the significant consumer demand for GMO transparency and Non-GMO Project Verified options.

Non-GMO and Organic

The Gold Standard

The GMO issue is too complicated to be just one component of a broader program such as organic; it demands **its own Standard** and its own avoidance program. Truly meaningful and effective gmo avoidance is best achieved by becoming Non-GMO Project Verified.

The Non-GMO Project also understands that there are many things to consider about consumption choices and how they support personal and community health.

Consumer concerns when choosing products include personal, family, and community wellbeing as well as the environmental and food system impacts of synthetic biology. Non-GMO Project Verification and organic certification are both approaches to addressing these concerns. That is why the Project considers the combination of Non-GMO Project Verified and organic certified to be the gold standard of clean certification.

For producers that want to make this gold-standard commitment, Non-GMO Project Verification is the perfect place to start. Participating in the PVP is important independently, and it can also be a meaningful step toward organic certification. Switching to non-GMO sourcing is part of the larger organic certification process that, in total, may take up to three years to complete. When the non-GMO sourcing transition is made as part of a Non-GMO Project Verification, the Butterfly can be a way to start demonstrating a clean-label commitment to consumers while the organic process is ongoing.

Non-GMO Project Verification and organic certification work wonderfully together to raise the value of products for consumers as well as drive positive change by supporting clean, healthy food systems.

The clean-label gold standard:

Non-GMO Project + USDA Organic sales grew **19%** compared to uncertified grocery sales at 13.3% during 2020¹

1. SPINS 52 wk 2020



Q & A

Is Organic *Always* Non-GMO?

As many consumers know, some organic advocates produce messaging saying, “Organic is Always Non-GMO.” This statement comes from the idea that a producer, having followed their organic system plan, will not have purposefully used GMOs. This is a great starting point for avoiding GMOs. However, it does not account for the reality of GMO contamination that can occur in supply chains as a result of crop cross-contamination, pollen drift, human error, or protocol failure. It also does not account for gaps in enforcement that occur when programs do not have strong regulatory mechanisms in place or do not actively and explicitly address the newest GMO technologies.

Testing is the best and most reliable way to catch these problems, and it is the foundation of the Non-GMO Project’s work. For inputs that are non-testable, the PVP also employs affidavit requirements. The PVP builds on requirements for non-GMO sourcing by adding provisions for mandatory GMO testing, rigorous documentation for avoidance of non-testable and new GMOs, and traceability and segregation requirements.

Which Certification Should I Choose?

Truly meaningful and effective gmo avoidance is best achieved by becoming Non-GMO Project Verified. Producers who want to demonstrate their non-GMO commitment can know that by **enrolling in the PVP** they are participating in the most rigorous and trusted program. Consumers also recognize this and look for the Butterfly when making purchasing decisions.

Participating in both the PVP and an organic certification program is also important to address a range of concerns and support a clean, healthy food system. The Non-GMO Project considers having both certifications to be the gold standard of clean certification.



Get in touch today!

Schedule a call to talk about verification.

Connect with our Business Development team at:

getstarted@nongmoproject.org

(360) 255-7704

OR

start the verification process by filling out a form at:

<https://www.nongmoproject.org/product-verification/get-started/>

Want more details on our Standard and program requirements?

Visit <https://www.nongmoproject.org/product-verification/pvp-resources/>