

### What's a GMO?

GMOs (genetically modified organisms) are living organisms whose genetic material has been artificially manipulated in a lab through genetic engineering.

### What's the Non-GMO Project?

The Non-GMO Project is a non-profit organization offering North America's only third party product verification program for non-GMO foods and products. The organization updates and manages its consensus-based document, the Non-GMO Project Verified Standard, detailing the requirements for non-GMO compliance.



## About FoodChain ID

FoodChain ID is founding member and technical administrator to the Non-GMO Project's Product Verification Program. Headquartered in southeastern Iowa, with offices in Chicago, and internationally-based inspectors, FoodChain ID offers expert consulting, a full suite of in-house services, product bundling, and web-based supply-chain compliance management.

Some brand owners report sales increases of up to 20% in the first year for verified products.

**ENROLL NOW**

**Phone: 866-440-3242**

Email: [EnrollInquiries@FoodChainID.com](mailto:EnrollInquiries@FoodChainID.com)

Visit: [www.FoodChainID.com](http://www.FoodChainID.com)

**Get Non-GMO Project Verified!**

Enter the Fastest Growing Market in the Natural Foods and Products Industry



FoodChain ID, Inc., 504 N. 4th St., Fairfield, IA 52556  
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## Why Go Non-GMO?

Non-GMO Project Verified is the fastest growing label in the natural products industry, with annual sales of \$9 billion, projected to grow 15% per year. With the Non-GMO Project Verified label on your products, you'll be a part of this thriving market.

## Benefits of Non-GMO Project Verification

- ✓ Elevate product sales
- ✓ Increase brand loyalty and consumer confidence
- ✓ Meet the increasing demand for non-GMO ingredients and products
- ✓ Access global non-GMO markets
- ✓ Gain greater control of supply chain
- ✓ Comply with emerging industry, retail, and government regulations
- ✓ Achieve independent, third-party credibility for non-GMO claims
- ✓ Bolster the power of other food safety certifications with the fastest growing claim in natural foods

### What's a Technical Administrator?

The Non-GMO Project relies on independent, contracted technical administrators (TAs) to review product compliance with its Standard. FoodChain ID is an approved TA for the Non-GMO Project Standard.



## FoodChain ID: The Expert in Non-GMO Project Verification



## Why Partner with Us?



### Unparalleled Experience

As technical administrator to the Non-GMO Project since 2007, we've verified more than 26,000 products —over 97% of all Non-GMO Project Verified products sold today. We'll guide you through the process cost-effectively and efficiently.



### Time-Saving Automation

Manage the process with ease via FoodChain ID's online SupplyTrak system, developed expressly to aid Non-GMO Project verification and perfected over 7 years. It's cloud-based, paperless, and available exclusively from FoodChain ID.



### Better Value

Our fees are the market's most competitive. Instantly calculate your costs using our online rate schedule. No surprises or hidden fees because all work is done in-house (there's no need for costly outside consultants).



### Free Consulting

Complimentary consulting creates customized pathways to verification, avoids costly missteps, and gets your products quickly to market. No other TA can match our knowledge base, earned verifying the products of 2,000 companies from 100 countries. We ensure a smooth, seamless verification process.

*"The team at FoodChain ID walked us through the verification process with expert assistance."*

- Vital Farms

*"Knowledgeable... extremely comprehensive. FoodChain ID verified over 150 products for us."*

- Organic Foods International

Products Verified

26,000 +

Companies Served

2,000 +

Ingredients Evaluated

25,000 +