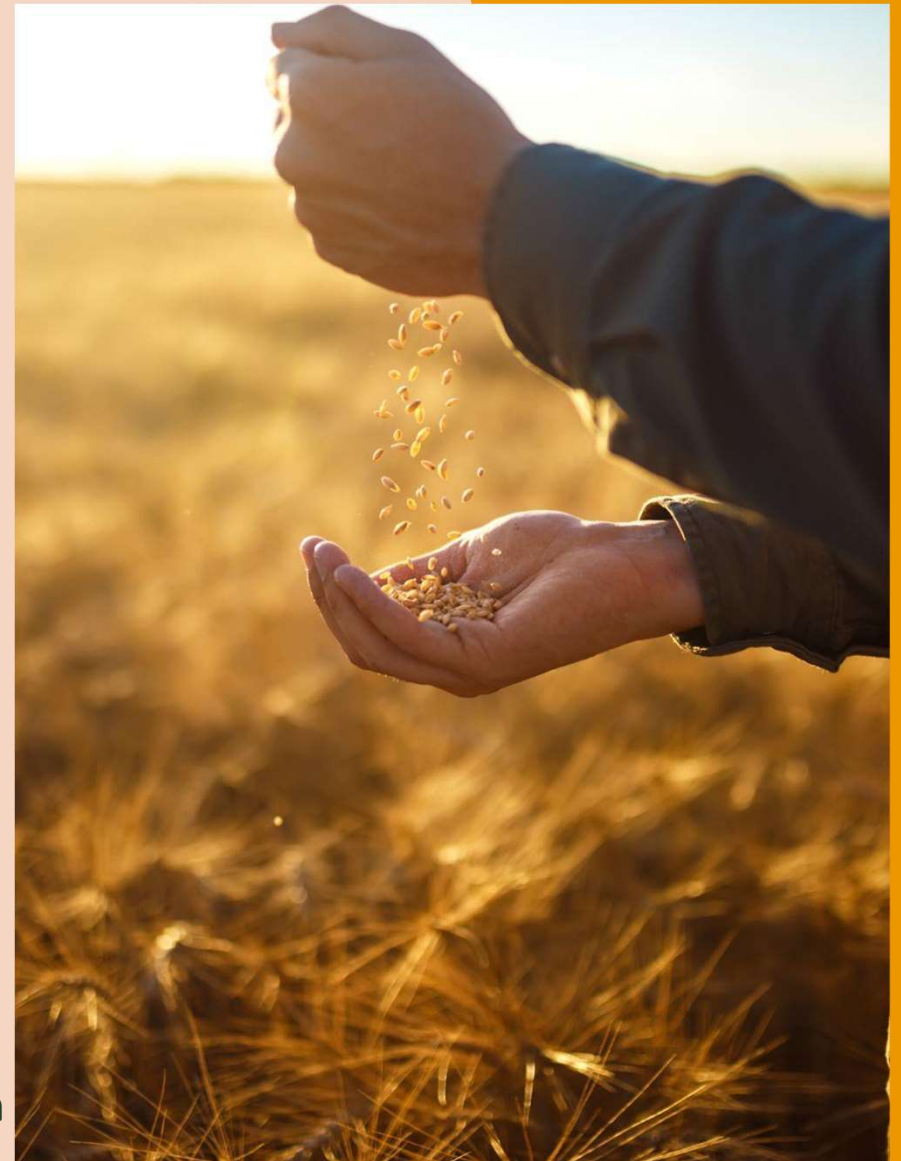




The Non-GMO Project: 17 years of Experience with Non-GMO Certification in the USA

Erin Auld, In-House Counsel
Pauline Lauvin, Director of Quality and Program Integration





We believe....
preserving and building
the non-GMO supply chain
is a critical step in transitioning
toward a non-GMO food supply
for future generations

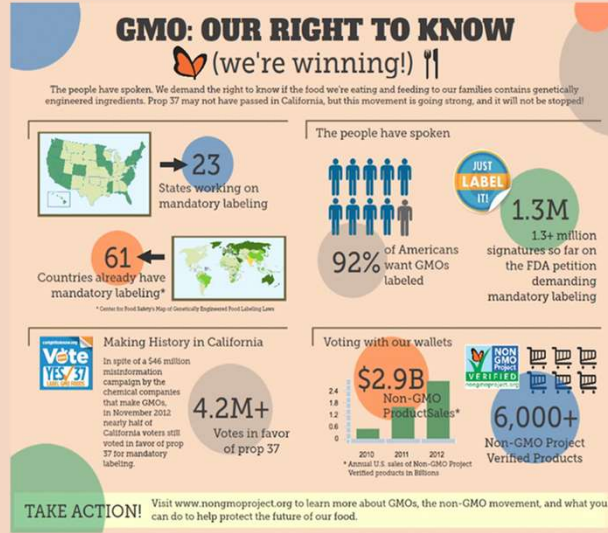




History of the Project

- Est. 2007
- First Products on Shelves 2010





US Regulatory Climate in the 2000s



Current US Regulatory Climate

01

The
Coordinated
Framework for
Regulation of
Biotechnology

02

The National
Bioengineered
Food
Disclosure
Standard



03

Executive
Order 14081

63,143

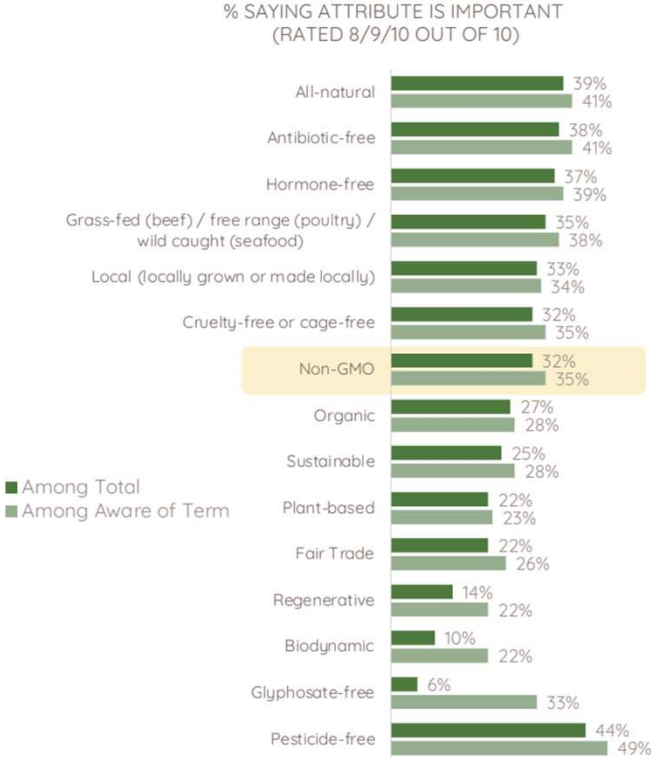
Non-GMO Project Verified Products

\$45.7 Billion

Sales of Non-GMO Project Verified Products

Consumer Demand for Non-GMO Products

Despite lower familiarity, Non-GMO is a more important attribute than many others with greater awareness, including Organic.



Defining “High Risk”

Organisms and inputs for which GM counterparts are widely commercially available.



Current High-Risk List

Testable	Non Testable
Alfalfa	Apple
Canola	Canola
Corn	Eggplant
Cotton	Pineapple
Papaya	Potato
Soy	Soy
Sugar Beets	
Zucchini/ Summer Squash	



Objectives and Instruments

01

Stay informed on Biotechnology advancements and innovations

02

Raise awareness of emerging threats

03

Protect the Non-GMO Supply chain

Biotech Monitoring

Comprehensive research and surveillance efforts on anything related to biotechnology





Testing Requirements

- List of required events
- Laboratories approved on strict criteria
- Results must be meaningful and traceable





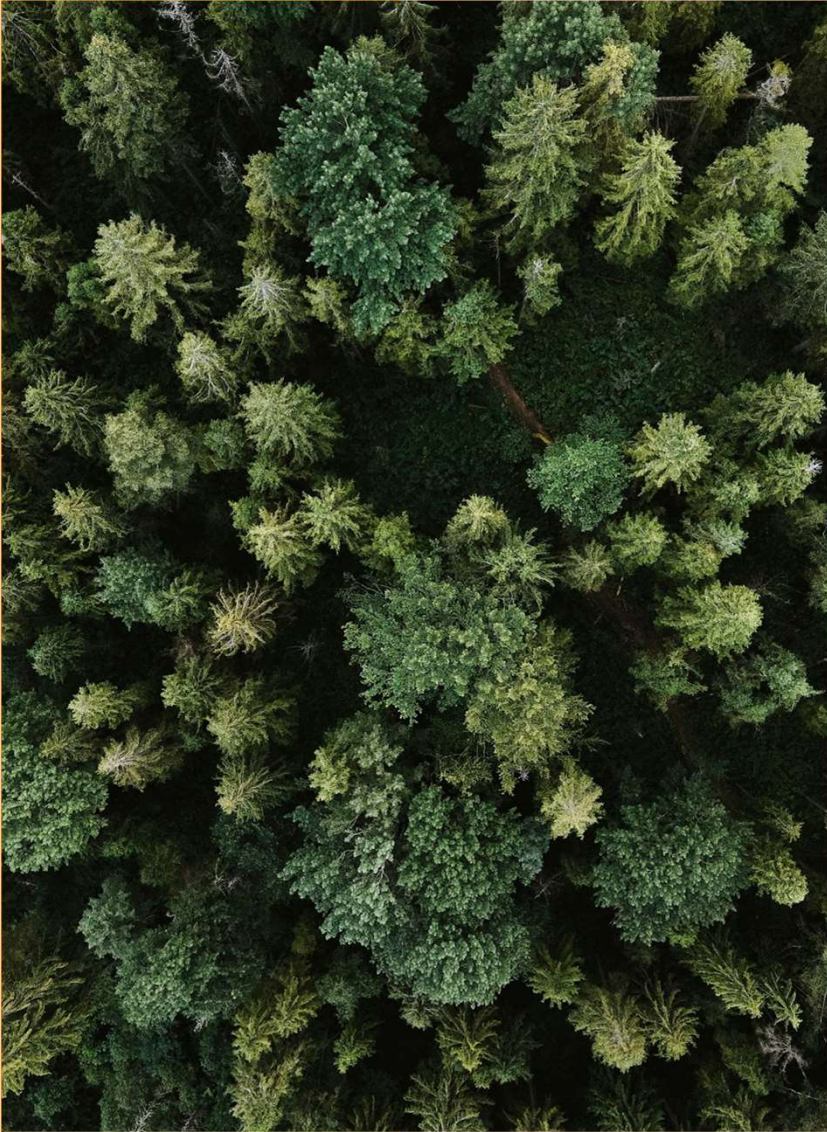
Non-Testable Affidavit



Commitment to Non-GMO Sourcing

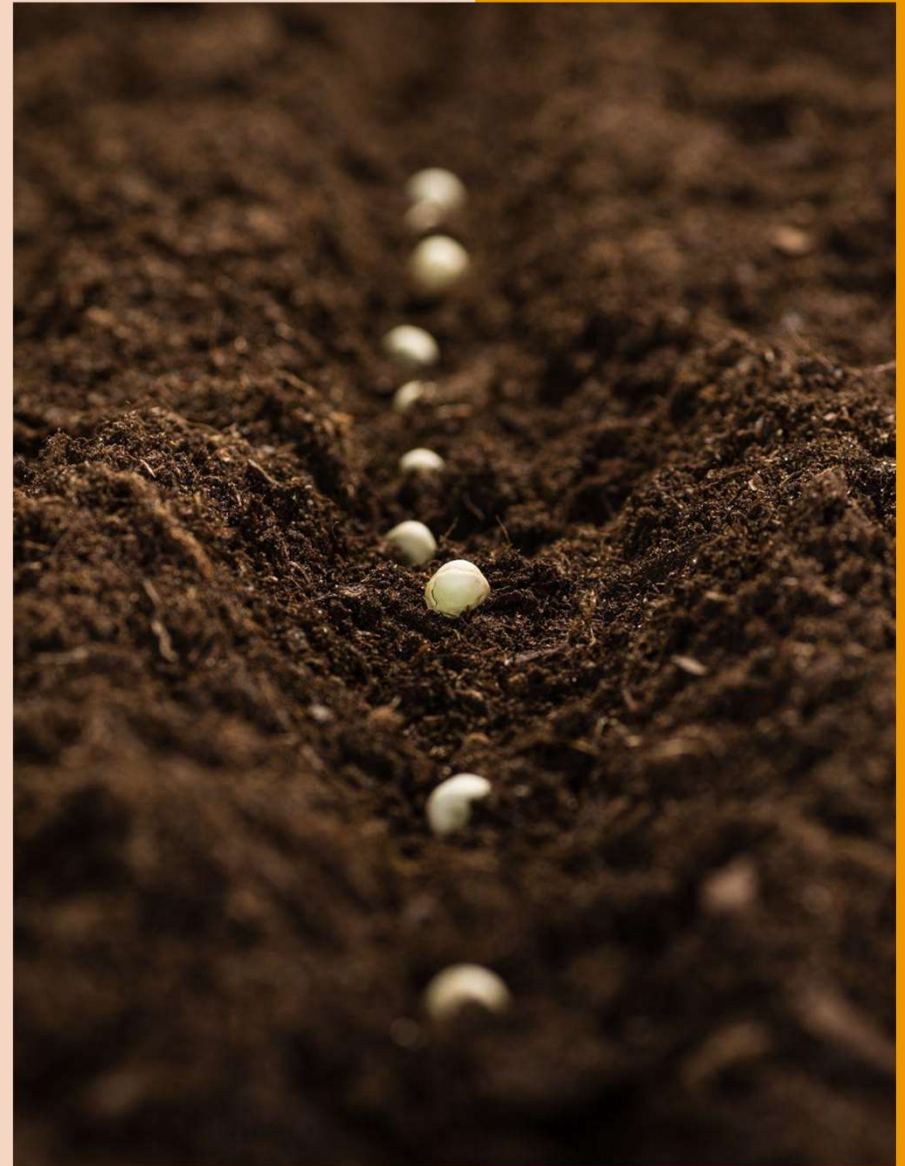


Importance of the EU in Our Program



Limitations and Challenges

- Climate of deregulation
- Increasing ease of development of GMOs
- Diversification of crops modified
- Local vs. global relevance of GM crops



Lessons Learned

- This is quite challenging!
- Requires a multi-faceted approach
- Opportunity in the EU



Thank You

Do you have any questions?

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