



# Product Verification Program

May 2016



With Technical Administrator  
FoodChain ID

Bill Thompson, Executive Director  
Key Account Program Global ID Group



## Slide 1

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**DC5** Add url to NGP seal in photo  
Change cursive font to standard  
David Carter, 5/16/2016

## Who is FoodChain ID?



- Technical Administrator of the Non-GMO Project
- Industry leader in non-GMO verification and Web-based supply-chain compliance management

**40,000 PRODUCTS VERIFIED BY FOODCHAIN ID**  
Over 90% of the North American market

# A Fast-Growing Non-GMO Market



## Non-GMO Project Verified Products



## Annual Sales

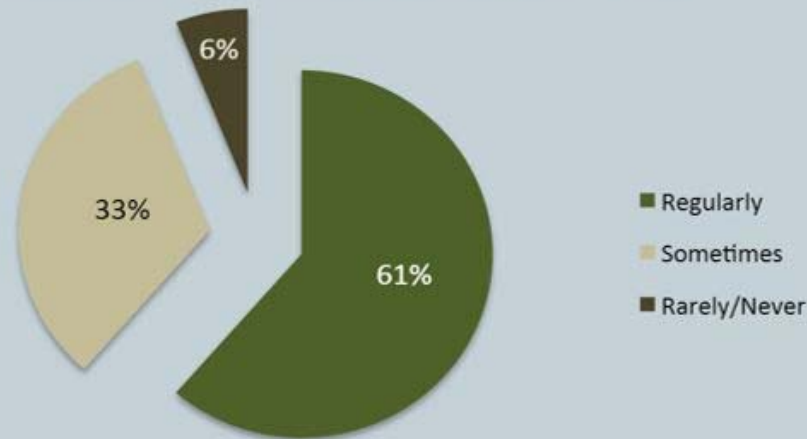
2011	\$1.3 billion
2014	\$6.9 billion
2015	\$11.9 billion
2016	<b>\$16 billion</b> (estimated)

Source: Non-GMO Project, SPINS

## Consumer Trends : Why Go Non-GMO?

6 in 10 Regularly Seek Out Non-GMO

Look for Non-GMO Products When Shopping



Market LOHAS MamboTrack 2015 Health & Natural Consumer Survey

Non-GMO Series: How Retailers and Brands Can Build Trust Through Transparency



# Consumer Trends

## NATURAL NON-GMO SHOPPERS SPEAK



92% Want GMO Product Labeling

81% Wish Stores Would Carry More Non-GMO

75% Buy Organic because it is Non-GMO

70% Bought or Switched Brands because they are Non-GMO



Source: 2015 Market LOHAS MamboTrack Health & Natural Shopper Annual Study

Non-GMO Series: How Retailers and Brands Can Build Trust Through Transparency



# Consumer Trends

## NON-GMO SHOPPERS SEEK TRANSPARENCY

**7 in 10 Regular Non-GMO Buyers Take Steps to Source and Trace Their Products.**

**Key Actions – among 3 in 4:**

-  Buy Certified Label Products (Organic, Non-GMO Project, Fair Trade)
-  Read Product/Ingredients
-  Buy Direct – Farmers/Producers
-  Shop at Trusted Health & Natural Retailers



Source: 2015 Market LOHAS MamboTrack Health & Natural Shopper Annual Study

Non-GMO Series: How Retailers and Brands Can Build Trust Through Transparency



# Product Verification Program

Cholesterol	Less than 2,400mg	2,400mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Fiber	25g	30g

Calories per gram:  
Fat 9 • Carbohydrate 4 • Protein 4

\*\* Intake of trans fat should be as low as possible.

**INGREDIENTS:** WHOLE WHEAT AND WHEAT FLOUR, SALT, SPICES, RICE FLOUR, WHEY, CORN STARCH, LEAVENING (SODIUM BICARBONATE, SODIUM ALUMINUM PHOSPHATE, MONOCALCIUM PHOSPHATE), BEET POWDER, PAPRIKA, CALCIUM SULFATE, NON-FAT MILK POWDER, EXTRACT OF PAPRIKA, DEHYDRATED EGG YOLK, CARAMEL COLOR (TREATED WITH SULFURING AGENT), AND GARLIC POWDER.

- A process-based program by NGP
- Primarily a document-based review of ingredients and products, but may require testing and facility inspection
- Proprietary information is protected by non-disclosure



Completing the Product Verification Program earns your product use of this.



## The Non-GMO Project Standard



- Consensus-developed,
- Outlines a system for ensuring best practices for avoiding GMOs
- The Project's seal indicates compliance with the *Standard*



## Slide 8

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**DC7** Move text to notes, increase image size and add bullet  
David Carter, 5/16/2016

## What is a Technical Administrator?

- Technical administrators (TAs) are independent third-party certifiers.
- TAs conduct compliance evaluations to determine if a product complies with the *Standard*.



# Non-GMO Project Product Verification Program

Administered by FoodChain ID

## 3 PHASES

1

Pre-Enrollment

2

Technical Evaluation

3

Verification & Continued Compliance


# Product Verification Program Phase I – Pre-Enrollment

To begin FC does GMO-risk assessment of products/ingredients and issues a cost estimate



**FoodChain ID** Non-GMO Project Verification Why FoodChain ID Get Verified Newsroom

## Enroll in Non-GMO Project Verification

 To begin the Product Verification Program, please complete the form below. An enrollment specialist will contact you to get started with your free GMO-assessment and cost estimate for verification.

### Enrollment Form

First Name \*

Last Name \*

Company Name \*

Phone Number \*

Email Address \*

Are you interested in additional information about programs offered through our affiliate companies? If so, please select all that apply:

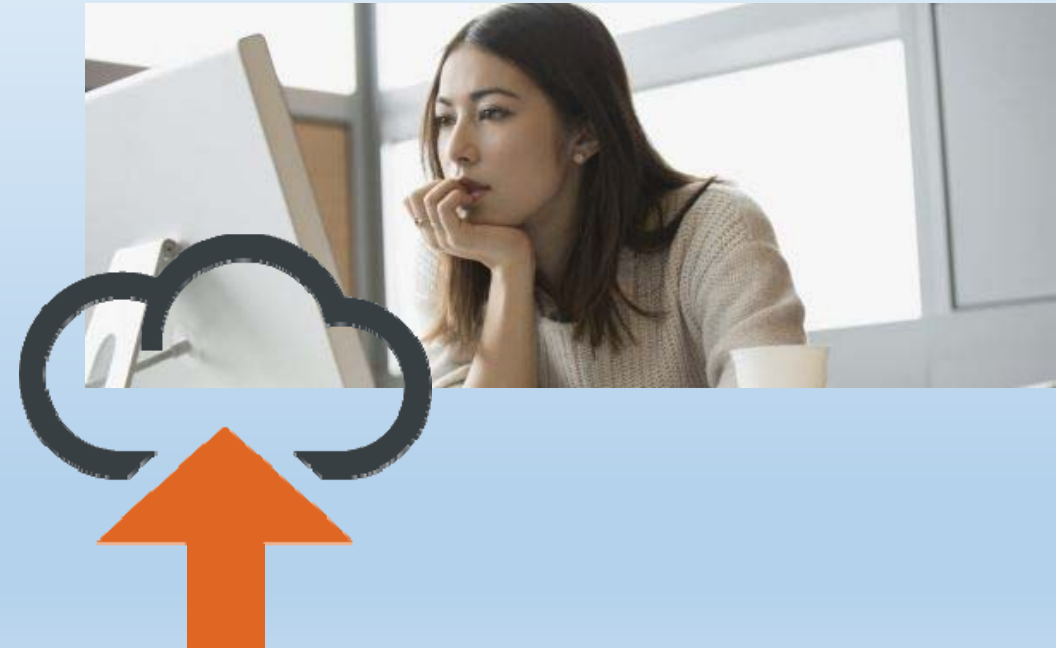
<input type="checkbox"/> GMO Testing	<input type="checkbox"/> Kosher
<input type="checkbox"/> BRC, SQF and/or GlobalG.A.P.	<input type="checkbox"/> Organic Certification
<input type="checkbox"/> Gluten Free	<input type="checkbox"/> Food Safety Training & Consulting

**Submit**

## Product Verification Program Phase II – Technical Evaluation

Products are evaluated based on the data provided

- Upload supply chain details (products, ingredients, facilities)
- FoodChain ID evaluator assesses products' compliance
- Respond to technical evaluator's information requests
- Complete on site inspection if required



## Product Verification Program

# Phase III – Verification & Continued Compliance



- Successful completion of the PVP results in granted use of the Non-GMO Project Verified seal
- Compliance must be renewed annually with FoodChain ID's automated renewal process



## 'GMO-Risk'

In the *Non-GMO Project Standard*, GMO-risk is divided into 3 categories.

1. **No-Risk** Inputs *not* derived from biological organisms, such as water, salt, rocks and minerals.
2. **Low-Risk, and/or 'Monitored'** GM versions that have not yet been commercialized. 'Monitored' inputs are low-risk crops suspected of GMO contamination due to cross-pollination. They include:
  - Flax
  - Rice
  - Wheat
  - Beta vulgaris (e.g., chard, table beets)
  - Brassica napa (e.g., rutabaga, Siberian kale)
  - Brassica rapa (e.g., bok choy, mizuna, Chinese cabbage, turnip, rapini, tatsoi)
  - Curcubita (e.g., acorn squash, delicata squash, patty pan squash, pumpkin, and spaghetti squash)





# High GMO-Risk

## 3. High GMO-risk GM crops grown on a large scale, and animal-derived (AD) products.

### High-Risk Crops:

- Alfalfa
- Canola
- Corn (except popcorn)
- Cotton
- Papaya
- Soy
- Sugar beets
- Zucchini & yellow summer squash



### Livestock Production Inputs:

- rBGH & rBST



### Animal-Derived Products:

- Eggs
- Hides & skins
- Honey & other apiculture products
- Meat
- Milk



# Product Verification Program

## FoodChain ID Pricing



### Annual Fees

Account Service Fee \$695

### Products

Initial 1-10 \$110 ea.

Next 11-30 \$90 ea.

Next 31+ \$70 ea.

*Discount for single-ingredient product* -\$25 ea.

Non-GMO Project administrative fee \$50 ea. per product

### High GMO-risk Ingredients

Only charged once for all products containing ingredient \$50

Facility Review \$295

## Product Verification Program



# FoodChain ID Pricing: Testing, Inspections & More

<b>Standard On-site Facility Inspection</b> (if required)	\$1,295/day + travel
Dual inspection (e.g., plus Organic)	\$995/day + travel
International	\$1,895/day + travel
<b>Expedited Product Evaluation</b> (5 days or less)	\$595 ea.
5-day response time, valid for 30 days	
<b>Testing</b> (if required)	Varies by lab
Note: Discounts are available at Genetic ID, FoodChain ID's sister company.	
<b>Compliance Consulting</b>	\$250/hr.

Companies that use a co-packer enrolled with FoodChain ID are only charged the Annual Account Service Fee (the co-packer pays all other costs).

## Online Compliance Management

# FoodChain ID Differentiator: SupplyTrak

- Developed expressly for Non-GMO Project verification
- Free to all FoodChain ID clients
- Used by 1000's of companies since 2007

The screenshot displays the 'SUPPLY CHAIN COMPLIANCE' interface powered by SupplyTrak. It features a navigation menu with 'Details', 'Ingredients', and 'Jobs'. A circular callout highlights the 'Details' form, which includes fields for Name, Brand, Brand Type, Retail Category, and Internal Ref. #. Below the callout, there are sections for 'Co-packers' and a table of 'Ingredients' with columns for ID, Name, Status, QC Eval Path, Sub, Exp, and Qty. A 'Help' button is visible in the top right corner.

This screenshot shows the 'Ingredient 251736: Blue Corn' details page. It includes a navigation bar with 'Details', 'Journals', 'Add Journal', and 'Back To Ingredients'. The main form contains the following fields:
 

- Ingredient Name: Blue Corn
- Category: Grains and Derivatives
- Sub-Category: Amaranth Flour
- Internal Ref. #: 4587115F

 A green box at the bottom of the form contains the text 'YOUR INGREDIENT NAME'.

## Non-GMO Industry Pioneer

# About FoodChain ID



- Founded in 2007
- Engaged by the Non-GMO Project to draft the initial *Standard*
- Co-developed the Non-GMO Project's Product Verification Program
- Exclusive technical administrator for 7 years
- **Verified over 40,000 products** to date – more than 90% of the Non-GMO Project Verified market in North America
- **Evaluated over 25,000 ingredients** from 30,000 suppliers in over 100 countries
- Developed SupplyTrak online compliance management system



**Slide 19**

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**DC10** Switch out both images (40K and staff photo)  
David Carter, 5/16/2016

# The ID Family of Companies



## Non-GMO Project Verification

- Technical administration
- Compliance consulting
- Ingredient supply chain mgmt.

[www.foodchainid.com](http://www.foodchainid.com)



## Laboratory Testing

- GMO testing lab
- ISO-17025 accredited
- 20 years' industry experience

[www.geneticid.com](http://www.geneticid.com)



## Food Safety Certification

- BCR
- SQF
- Gluten-free certification

[www.certid.com](http://www.certid.com)

[www.global-id-group.com](http://www.global-id-group.com)



# Thank You !

Contact FoodChain ID now for a free cost estimate, GMO-risk assessment and pre-enrollment guidance.

Visit: [FoodChainID.com](http://FoodChainID.com)  
[enroll@FoodChainID.com](mailto:enroll@FoodChainID.com)  
866-440-3242





## Slide 21

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**DC11** use logo with url  
David Carter, 5/16/2016