DC5

Product Verification Program

May 2016

With Technical Administrator
FoodChain ID

Bill Thompson, Executive Director
Key Account Program Global ID Group

NON GMO Project VERIFIED
nongmoproject.org

Slide 1

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

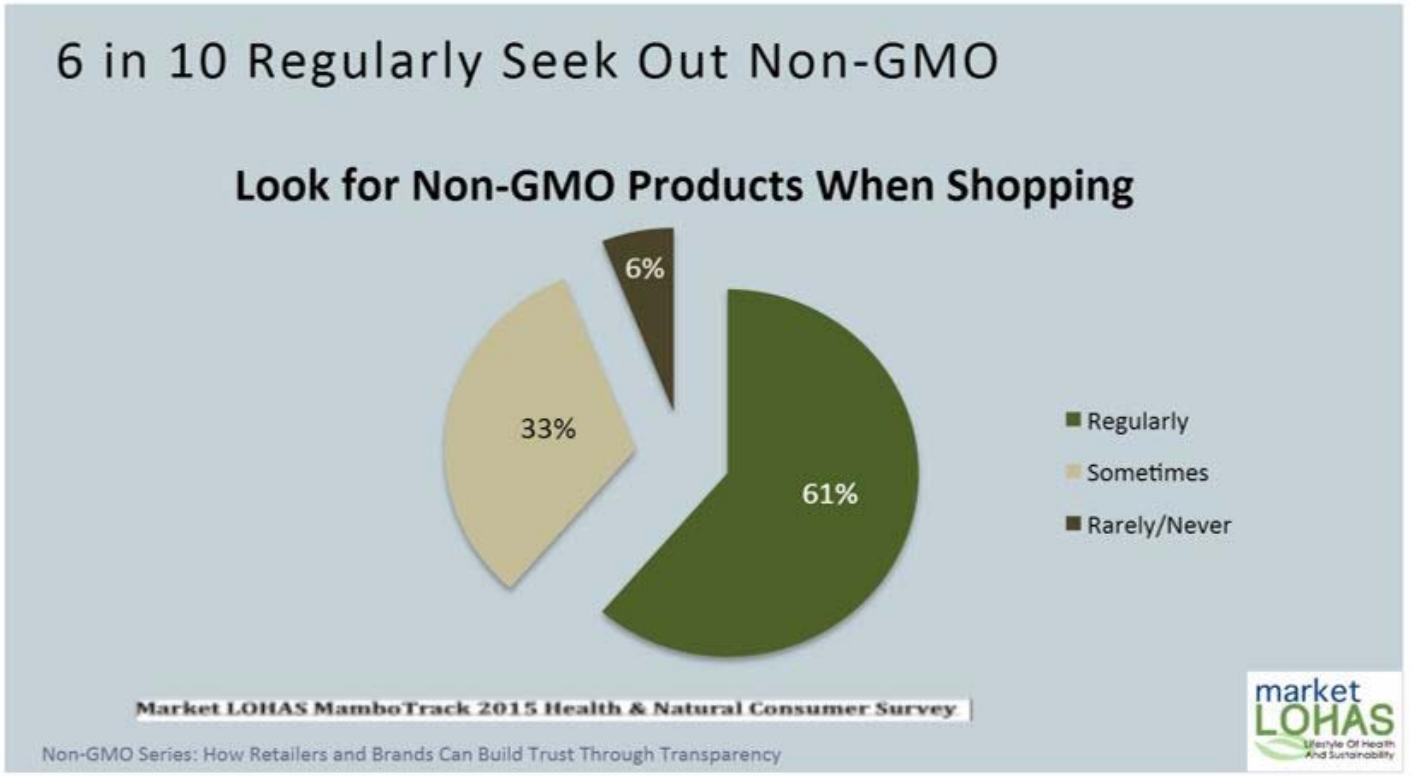
Non-GMO Project Verified Products

Annual Sales

2011	$1.3 billion
2014	$6.9 billion
2015	$11.9 billion
2016	$16 billion (estimated)

Source: Non-GMO Project, SPINS

Consumer Trends : Why Go Non-GMO?



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

- 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

NON GMO Project VERIFIED nongmoproject.org

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

DC7

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

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

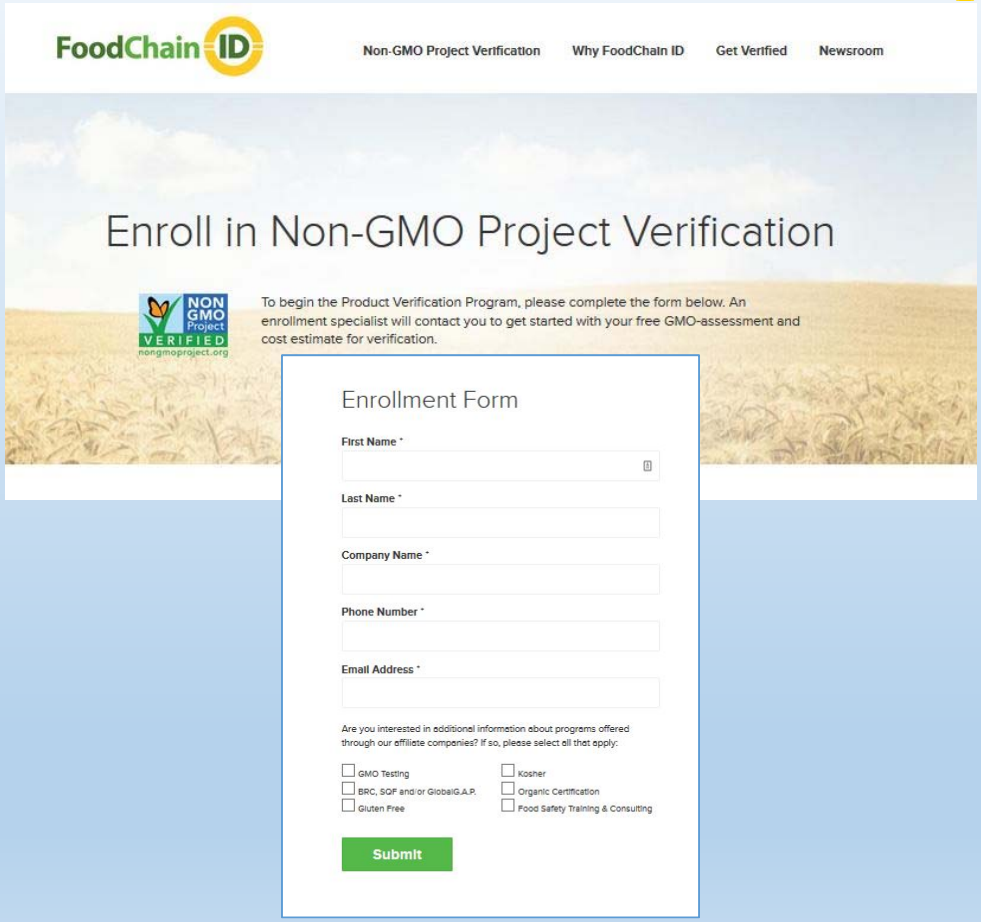
2 Technical Evaluation

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



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

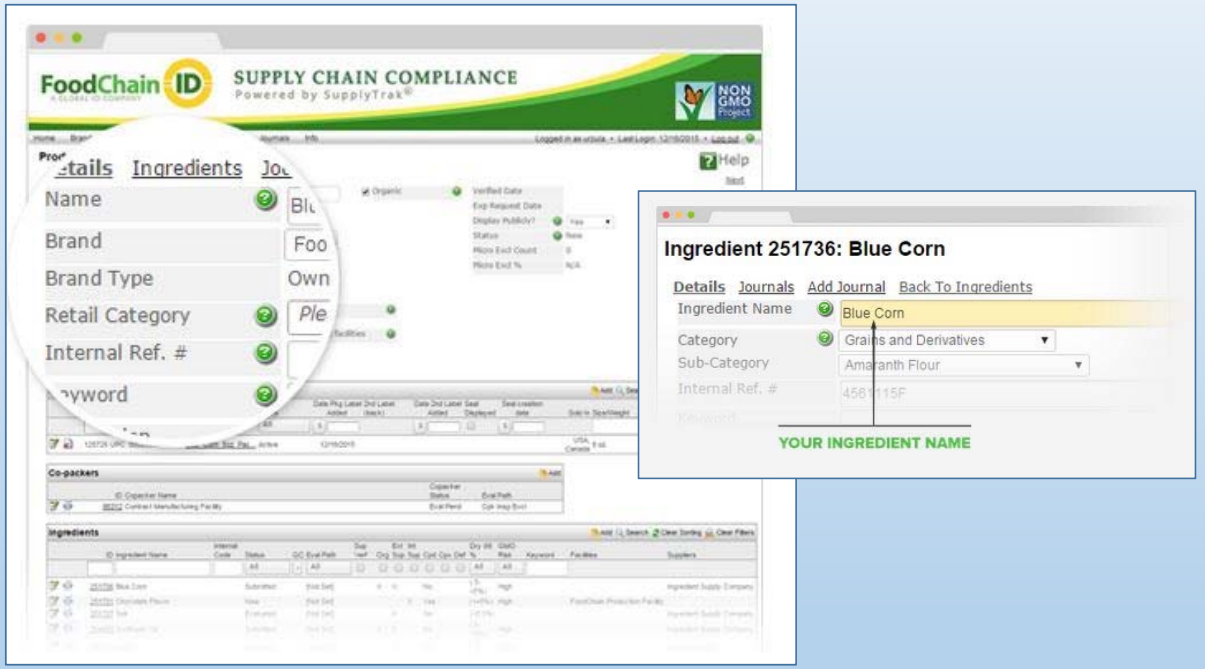
Standard On-site Facility Inspection (if required)	$1,295/day + travel
Dual inspection (e.g., plus Organic)	$995/day + travel
International	$1,895/day + travel
Expedited Product Evaluation (5 days or less)	$595 ea.
5-day response time, valid for 30 days	
Testing (if required)	Varies by lab
Note: Discounts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



Non-GMO Industry Pioneer

About FoodChain ID

DC10

- 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

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

Laboratory Testing

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

www.geneticid.com

Food Safety Certification

- BCR
- SQF
- Gluten-free certification

www.certid.com

www.global-id-group.com

DC11

Thank You !

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

Visit: FoodChainID.com
enroll@FoodChainID.com
866-440-3242

FoodChain ID
THE EXPERT IN NON-GMO VERIFICATION

Slide 21

DC11 use logo with url

David Carter, 5/16/2016