

GENETIC ID's Tips for Going Non-GMO

Overcoming obstacles to profit safely in the non-GMO markets

Companies have boosted sales after advertising products as non-GMO, but they've also lost sales and suffered brand damage when their claims were refuted by GMO testing. To go non-GMO, you face many obstacles, including risk of unacceptable GMO content, inconsistent testing methods and labs, and finding sources of non-GMO inputs.

Genetic ID, the pioneer and world leader in GMO testing and non-GMO certification, compiled the following information to help you overcome these obstacles and profit safely in the non-GMO market.

Define "non-GMO" to meet customer demands

Set a threshold for acceptable GMO content.

Since it's not possible to guarantee zero percent GMO content, consumer groups have called for 0.1 percent—the lowest practically achievable threshold.

Eliminate GMOs used in product inputs.

This may require testing and documentation *before* processing.

Check for GMO enzymes and other food additives.

These are not defined on labels.

Don't assume organic means non-GMO.

Organic certification prohibits the use of GMOs, but the standards don't require testing. GMO contamination occurs and has resulted in destroyed product and lost sales.

Choose the best GMO testing method

Rely on the polymerase chain reaction (PCR) method.

PCR is recognized by industry and governments worldwide as the most precise and reliable GMO test, able to detect very low levels of GMOs.

Don't rely on ELISA tests, including strip tests.

These are useful for screening agricultural products but are not sensitive enough to guarantee GMO content claims.

Choose a PCR lab carefully.

Contact a Genetic ID account manager for a list of questions to ask a PCR lab.

Ensure non-GMO
production—from farm
to retail shelf

Establish an identity preserved (IP) system with documentation and testing.

Design sampling and testing protocols based on a risk assessment and statistical analysis.

Integrate non-GMO certification into your existing quality assurance/quality control system.

Third-party certification creates confidence in buyers, reduces liability, and can be less expensive and safer than lot testing.

Consider the following benefits of a non-GMO certification program:

1. Provides entry into new markets
2. Protects current markets
3. Helps you receive premiums on your products
4. Legally supports your non-GMO claim
5. May cost less than testing
6. Provides electronic access to documentation
7. Offers access to non-GMO sources
8. Connects you with buyers of your certified inputs

What exporters need
to know

Select your GMO thresholds according to industry standards.

These are often tighter than government regulations.

Target your thresholds to projected demands.

Rules for acceptable GMO content are becoming tighter and tighter. Regulations may require non-GMO animal feed, eliminating GMO enzymes. In addition, new varieties entering the market might not be approved in the importing country.

Test carefully to rule out GMO varieties not yet approved in the importing nation.

Illegal content can lead to destruction of product, fines, and potential imprisonment in some countries. There is no acceptable threshold authorized for unapproved varieties.

Use shipping methods that avoid accidental mixing with GMOs.

This helps prevent contamination.

Keep up-to-date! New GMOs, new regulations, and new marketing opportunities emerge regularly. Contact a Genetic ID account manager for the latest information.

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