



The Non-GMO Shopping Guide

How Products Qualify

For the initial editions of the guide, we will accept a manufacturer's current criteria for making a non-GMO claim about its product. Future guides may have additional criteria (see below).

Opt-In For Your Free Guide Listing, the Steps Are Easy

1. View the current edition of the [Non-GMO Shopping Guide](#) to see the categories under which products are listed. (Additional categories may be added in future editions.)
2. Complete the Shopping Guide enrollment form, listing your products for which a non-GMO claim is made.
3. Confirm the basis for the non-GMO product claim, i.e. the manufacturing system is designed to avoid GM ingredients, including GM crop derivatives, and dairy products from cows injected with rbGH. (Organic products automatically meet this criterion.)

Distribution & Publication

The combined electronic and print distribution will be in the tens of millions. The guide is distributed for free to retailers nationwide by United Natural Foods. Retailers are placing these guides in high traffic areas, using them as bag stuffers, or stocking them inside the Campaign's new **Non-GMO Education Centers**, to guide shoppers in their brand choices.

The guide will also be handed out at festivals and conferences, by doctors, schools, religious groups, and other organizations. Versions of the **Non-GMO Shopping Guide** will also appear as a centerfold in several magazines, on major websites, and in emails to millions of list serve members. **Let us know if you would like to have a link on your own website.**

The **Non-GMO Shopping Guide** will be updated regularly.

Place your Logo in Guide

You also have the opportunity to place your company logo prominently on guide, as one of the companies supporting consumers' right to choose non-GMO products. **Your logo will accompany shoppers as they walk through stores making new non-GMO brand choices.**

For questions or further information contact:

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Standard Definition For "Non-GMO" Coming Soon

In the past, food manufacturers have used their own criteria when making a non-GMO claim about their products. The natural food industry is now introducing a uniform, practical Non-GMO standard with third party verification through The Non-GMO Project. The Non-GMO Project has begun enrolling products and will issue official non-GMO verifications mid-2009. This interim period will provide the time needed for manufacturers and their supply chain to adjust to the new standard.

At some point, future editions of our Shopping Guide will require participation with the Non-GMO Project, but enrollment is not a criterion for at least the initial printings.

The Campaign for Healthier Eating in America and the Non-GMO Shopping Guide are not affiliated with The Non-GMO Project.