



Plants Love the Butterfly

Plant-Based Eaters Are Increasingly Choosing Non-GMO

2023 Media kit for retailers, brands and industry partners

New GMOs: Tracking their rapid rise and entrance into the supply chain

Over the last few years, the growth of the biotechnology industry has rapidly accelerated, due in large part to an explosion in startup companies and venture capital funding. Today, genetic engineering is no longer about a few agrochemical giants manipulating a handful of commodity crops. It's also about engineering animals, gene-edited crops and novel ingredients brewed in vats in warehouses.

These new GMOs are largely unregulated and unlabeled, and they're flying under the radar of the natural products industry. What's more, many new GMOs are being marketed and sold to brands as "non-GMO."

The Non-GMO Project is committed to keeping you informed so that you can operate with confidence in this new and quickly evolving landscape. Below, we offer resources to help you keep your goods non-GMO — so that you can deliver the natural products your customers want. Visit our [New GMOs webpage](#) and the [Plant-Based campaign page](#) for more information and resources.

featured discussion

Cultivating Trust and Transparency in Plant-Based Foods

Navigating integrity, innovation and informed choices

September 28th, 12pm - 1pm CST



Hans Eisenbeis
Director of Mission & Messaging
Non-GMO Project



Carissa Kranz
Founder - BeVeg International
Vegan Certification



Nate Ensrud
VP, Technical Operations
FoodChain ID

BOOK YOUR PLACE

FOODCHAIN ID®

Live Webinar!

Don't miss the industry webinar hosted by FoodChain ID on September 28, 2023 at 9 am Pacific.

Cultivating Trust and Transparency in Plant-Based Foods: *Navigating Integrity, Innovation and Informed Choices.*

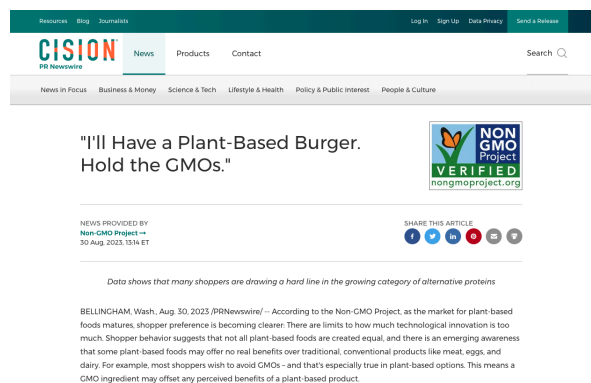
How can aligning with rigorous standards amplify your brand's credibility? How does transparency fuel consumer loyalty? Join industry trailblazers Hans Eisenbeis of the Non-GMO Project and Carissa Kranz of BeVeg International Vegan Certification for a thought-provoking dialogue around standards, sustainability and consumer trust.

[Register for the industry event.](#) Invite your colleagues to join!

Press Release

Press Release: "I'll Have a Plant-Based Burger. Hold the GMOs." *Data shows that many shoppers are drawing a hard line in the growing category of alternative proteins. Continued shopper preference for non-GMO ingredients is an important part of the conversation about plant-based foods. Shoppers are drawing a line at genetic engineering, even as many plant-based foods have grown their shelf space in grocery stores.*

"Shoppers are making their desires known by voting with their dollars, and it shows up every time a new food category or trend grows. In the innovative plant-based space, they are again saying that GMOs are not wanted or needed," said Megan Westgate, executive director of the Non-GMO Project. "We believe products should be labeled so that consumers have the freedom to choose non-GMO in every aisle of the grocery store. If



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"I'll Have a Plant-Based Burger. Hold the GMOs."

NEWS PROVIDED BY
Non-GMO Project -
30 Aug. 2023, 13:14 ET

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Data shows that many shoppers are drawing a hard line in the growing category of alternative proteins

BELLINGHAM, Wash., Aug. 30, 2023, PRNewswire/ - According to the Non-GMO Project, as the market for plant-based foods matures, shopper preference is becoming clearer. There are limits to how much technological innovation is too much. Shopper behavior suggests that not all plant-based foods are created equal, and there is an emerging awareness that some plant-based foods may offer no real benefits over traditional, conventional products like meat, eggs, and dairy. For example, most shoppers wish to avoid GMOs - and that's especially true in plant-based options. This means a GMO ingredient may offset any perceived benefits of a plant-based product.

GMOs aren't going to be labeled, then we're here to ensure eaters still have the right to avoid GMOs on their whole shopping list." (Find the press release on our [website](#) also.)

Plant-Based Infographic

Are you trying to eat plant-based foods and avoid GMOs? You'll want to avoid a new wave of ingredients made using synthetic biology (aka "synbio" or "precision fermentation"). Synbio uses genetically modified microorganisms such as yeast, bacteria or algae to produce a range of novel compounds used to manufacture food, supplements or other products. Synbio techniques are used to make "animal free" dairy proteins and meat alternatives. Are lab-grown foods marketed as "nature identical" still vegan? And are these ingredients really good for us, or the planet? Watch out for these products made with GMOs sneaking into markets near you. Find our [infographic here](#).



Plant-Based Foods FAQ

What is "cultivated meat"? And is it plant-based? Are plant-based proteins made with GMOs better for the planet? Are these plant-based proteins suitable for vegans? Find out in our [Plant-Based Foods FAQ here](#).

Social Media Posts

Find all of our social media graphics and corresponding posts below. Option to add your logo to our images to cobrand the post.

→ Find all graphics [here](#).

Beginning of Month

1. LinkedIn: We're attending the [@FoodChain ID](#)'s webinar "Cultivating Trust and Transparency in Plant-Based Foods: Navigating Integrity, Innovation and Informed Choices," with [@Non-GMO Project](#) and [@BeVeg Vegan Certification](#). Join us at this industry event for thought-provoking dialogue around standards, sustainability and consumer trust. Register: [Link to registration](#)
2. Are you reaching for plant-based foods? Plants + non-GMO go better together! Most shoppers prefer non-GMO, and that's especially true for plant-based foods. Non-GMO Project Verified products now represent almost 60% of the share of sales of all plant-based foods, a stat that keeps growing each year. Check out these @Non-GMO Project Verified plant-based options.
@TagAmazingBrandHere



Middle of Month



3. The trend is clear! Eaters are looking for food innovation without GMOs: 8 out of 10 natural shoppers believe plant-based foods are better for the planet.,and 9 out of 10 prefer non-GMO options.
#PlantsLovetheButterfly

4. In a few short years, the plant-based food industry has grown from a niche market to a powerhouse! Did you know some biotech companies are making plant-based products using GMOs? We believe food comes from nature, not a laboratory. We're committed to @Non-GMO Project Verified because plant-based is #BetterwiththeButterfly. #PlantBased



End of Month

5. Plants love the Butterfly! Our plant-based foods are supercharged with non-GMO innovation. Look for our @Non-GMO Project Verified products online or at your local grocer. #PlantBased #BetterwiththeButterfly



6. At @OurBrandName, we take our work seriously. Our commitment to natural, non-GMO plant-based foods is only growing. When it comes to plant-based, nature does it best, and we believe the final product is worth it. Choose our @Non-GMO Project Verified products because plant-based is better with the Butterfly! #PlantsLovetheButterfly

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