

**Oct. 04, 2018**

**FoodChain ID Landing page, "Intro to the PVP" (Technical Services NGP) – draft 2**

Please send edits and suggestions to [warrengoldiewriting@gmail.com](mailto:warrengoldiewriting@gmail.com).

Deliverables included in this doc:

1. Draft 2 of copy of the landing page.

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Hi Mark,

Thanks for the excellent and clarifying corrections. Please see below.

In the first FAQ ("... is primarily a document-based review), I didn't explicitly use the term "unique requirements" because it seemed to be implied in "most rigorous" of the newly added line. See if you think that works okay.

Otherwise, please feel free to reach out if you need further work on this.

Thank you,

Warren

# How to Successfully Navigate Non-GMO Project Verification

## *Obtain the Butterfly Seal the Fast, Easy Way*



All products must pass the [Product Verification Program \(PVP\)](#). What is it?

### The PVP is primarily a document-based review.

Products are evaluated based on the technical requirements laid out in the *Non-GMO Project Standard*, the most rigorous of all non-GMO avoidance schemes. If you're also adding the similarly rigorous USDA Organic certification, you may be able to combine aspects of both programs. [Ask us.](#)

### What's covered in the "document review"?

The compliance process evaluates whether ingredients, products and facilities comply with the *Standard*. If any aspect of your product is in noncompliance, the experts at FoodChain ID will suggest solutions and workarounds such as alternative sourcing, reformulation, and other options.

### Who performs the evaluations?

Highly experienced FoodChain ID technical evaluators with 100+ combined years of expertise in the field will work with you throughout the program. Nobody knows the *Standard* better than FoodChain ID's experts.

### What are the steps to obtaining the seal?

The PVP begins with phase 1, Pre-Enrollment, when you'll review and approve the cost estimate, and sign the program's agreements.



### Conveniently upload information into the SupplyTrak online system.

In phase 2, Technical Evaluation, you'll upload your documentation (scans) to SupplyTrak, our easy-to-use online database. You may be asked to submit ingredient statements, production facility details, product labels, and other materials as needed. A technical evaluator will then evaluate your products for compliance. In phase 3, the evaluator will explain the continued compliance requirements (verification is an annual process).

Passing the PVP earns use of this seal



**Testing and/or facility inspection may be required.**

If your evaluator requests testing or facility inspection (to meet the *Standard's* requirements), they will walk you through the process and guide you in how to submit the reports to us.

**How long will it take? You can obtain the seal in 30 days or less.**

FoodChain ID's average timeline for verifying products is currently 22 days. The vast majority of products can be verified in less than 30 days. You can significantly speed things up with Expedited Service (for an additional fee). Just let us know and we'll send you the pricing.

**What to expect after you enroll.**

Our onboarding team will walk you through the Standard Ingredients Form (for reporting important details) and the process roadmap, and they'll assist you with logging into your SupplyTrak account. You'll be connected with our Client Services team, who will guide you the rest of the way. Don't be concerned about any of this now—our team will lead you through every step of the PVP.

**We'll send you convenient, automated emails to keep you posted.**

You'll receive emails along the way detailing all the actions you'll need to take in the PVP—not unrequested marketing or spam, just important information.

**Ready to get started? Here's how.**

Click below to begin step 1:

**[Request a cost estimate now.](#)**

**More questions?**

**Contact the Non GMO Project PVP experts at FoodChain ID by [email](#) or call us at 641.209.4500.**

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