

Landing page, 'Whole Foods GMO Labeling Policy' – draft 1 – Feb. 21, 2018

Please send edits and suggestions to warrengoldiewriting@gmail.com.

Deliverables included in this doc:

1. Draft 1 of the landing page – short and long versions
2. Ideas for images

Hi Mark,

The copy ideas below use our established challenger messaging, though I've had to change it some to include 2 different pitches: 1) choose NGP verification over the other two programs to meet Whole Foods requirements, and 2) go with FoodChain ID as the TA for it. That's a longer and more complex argument.

In the shorter version, the copy is tighter but loses some challenger messaging. See which you think works best.

The running counter idea – X months till the deadline - may not be workable as a motivator until later in the summer, when time starts running short.

Warren

[LONG VERSION]

[image ideas: NGP seal, Whole Foods logo, ticking clock, dynamic counter in box below]

Meet the **Whole Foods** Requirement for **GMO Labeling**

Avoid risk by labeling correctly by the Sept. 1 deadline

It's abundantly clear that consumers today want to know what's in their food, how it's made and where it comes from. In response to demands for transparency, Whole Foods Market is requiring all suppliers to label the GMO status of products.

By Sept. 1, all food products sold at Whole Foods must specify if they contain genetically modified (GMO) risk ingredients. [View the policy.](#)

It's imperative that you explore your options now - to save time and to plan for all requirements.

Which Non-GMO Verified Seal Should You Get?

Whole Foods allows verification under 3 programs: Non-GMO Project verification, NSF True North verification, and USDA Organic.

Here's why [Non-GMO Project Verification](#) is your best choice:

- The oldest, most trusted non-GMO seal
- 50,000+ products carry this seal
- Fast, easy verification process
- The 'butterfly' logo is beloved by consumers
- A champion of transparency

Other, newer seals run the risk of being less recognizable and less cost-effective. Any difficulties during verification can cause delay.

Experience Counts: FoodChain ID Makes Verification Fast and Simple

Getting the butterfly seal requires an understanding of the Non-GMO Project *Standard*, a document that presents technical requirements and requires ingredient supplier compliancy.

FoodChain ID, technical administrator for the Non-GMO project since 2007, offers a mastery of the *Standard's* requirements, as evidenced by the fact that we've verified 3 out of 4 of all non-GMO products sold today. Our systems and procedures encompass the highest levels of speed and efficiency.

Our current average time to verification is just 20 days.

[Enroll now](#) and get verified in 30 days or less.

Get Help Anytime During the Process

As you advance through the steps to verification, you can always reach out to us for help. A highly skilled FoodChain ID account representative is just a phone call or an email away.

Click below to learn more.

6

Months until
Labeling
Requirement

Let our experts guide you along the process to ensure that your verification is easy and timely!

###

[SHORT VERSION]

Meet the **Whole Foods Requirement** for GMO Labeling

Avoid risk by meeting the mandatory requirement by Sept. 1

In response to consumer demands for transparency, Whole Foods Market is requiring suppliers to label the GMO status of all food products.

By Sept. 1, all products must specify if they contain genetically modified (GMO) risk ingredients. [View the Whole Foods policy.](#)

So, it's imperative that you explore your options now.

Non-GMO Project Verified: The Market-Proven Seal

Here's why [Non-GMO Project Verification](#) is the smartest choice:

- Oldest and most trusted non-GMO seal
- 50,000+ products carry this seal
- Fast, easy verification process
- The 'butterfly' logo is beloved by consumers

Other, newer seals run the risk of being less recognizable and less cost-effective. Any difficulties during verification can cause delay.

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###

6

Months until
Labeling
Requirement

[Additional Ideas:]

A clickable graphic of the Whole Foods policy inserted into the email that links to the Whole Foods PDF showing the policy details:



Box:

<p>DEADLINE for Non-GMO Verified Labeling</p> <p>SEPT. 1</p>

Copy:

Don't jeopardize your standing with Whole Foods