

"LOOK FOR
THE BUTTERFLY..."



Non-GMO Project

Non-GMO Project The largest gmo-free standard in the USA

The Non-GMO Project is a non-profit organization that offers the only independent non-GMO verification program in all of North America, and the iconic butterfly seal is the mark consumers now seek and trust for GMO avoidance. The Project started as an initiative led by independent food retailers that shared a common goal of creating a standardized meaning of non-GMO for the North American food industry. The Non-GMO Project is committed to preserving and building the non-GMO food supply, educating consumers, and providing verified non-GMO choices. The driving belief behind the Project is that everyone deserves an informed choice about whether or not to consume genetically modified organisms.

Initial situation of the Non-GMO Project

Since the first verified products in 2010, the demand for GMO transparency skyrocketed, and the organization's verification program experienced exponential growth. At present, approximately 1,000 new products per month are gaining Non-GMO Project Verification status. Due to the increasing demand, Non-GMO Project decided to implement a professional IT solution. The software solution needed to enhance the efficiency of the verification process, allow for single-data input, and enable a quick and easy data exchange with the contracted inspection and certification bodies. Besides that, public online product listings needed to sync with the database to allow shoppers to search for verified products.

Implementation of the certificate and product database

In order to adapt Ecert to all requirements and needs of the Non-GMO Project, a number of different modules were implemented. Audit and certification data can be recorded electronically by the inspection bodies and made available to the Non-GMO Project and the inspected facilities. Thanks to this feature, data input errors were almost entirely eliminated and the efficiency of the inspection and certification process, as well as all internal processes, were enhanced. Through Ecert, the Non-GMO Project gained a software that allows rapid and cost-effective growth of the Non-GMO Project Verified seal and, at the same time, ensures its robustness.



"Ecert helped optimize our data management so that our systems scaled well with our organization's rapid growth. As we continue to streamline our processes, we have been grateful to have Intact's guidance and technical expertise."

Caroline Kinsman, Brand and Outreach Manager, Non-GMO Project