Living Non-GMO

Every day at the Non-GMO Project, we hear from people who are worried about the impacts of GMOs and are looking for ways to make safe, healthy choices for themselves and their loved ones. Winter and the New Year is a great season for a fresh start.

Look for the Butterfly

GMOs are present in up to 80% of packaged goods. Be on the lookout for ingredients made from high-risk crops: corn, soy, sugar beets, zucchini, yellow summer squash, Hawaiian papaya, canola and cotton (cottonseed oil). Look for the Butterfly seal to ensure your foods are Non-GMO Project Verified!
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Kitchen Sync

by Joyce de Brevannes, Marketing and Communications Director, Non-GMO Project

Call it “Seasonal Food for the Soul,” that wonderful something that happens when you synchronize your cooking to the pace of winter days. Few things are as relaxing and rewarding as making a meal for others — especially when you are intentional and present with your actions. For me, this is the time of year when I slow down, stay in and make time to cook for those who are special in my life. This slowed-down pulse of living harmonizes with nature's heartbeat.

In addition to purchasing organic produce, I want to make sure I’m serving my friends and family the absolute best my grocer has to offer...of course, that means avoiding GMOs. I look for the Non-GMO Project Verified seal to know the product I am purchasing has been tested to the industry's highest standard for GMO avoidance by a third-party certifier.

I am so grateful to be part of a non-profit organization dedicated to empowering consumers to know what’s in our food. I’m proud to report the Non-GMO Project Verified seal is now seen on more than 34,000 products, resulting in over $15 billion in sales annually. This is due in a large part to your supporting transparency every time you shop for the Butterfly.

From all of us at the Non-GMO Project, we want to appreciate you, all Verified brands and countless retailers across North America who are making a difference. Together, we are building a safer, more transparent food supply for generations to come. What began as a grassroots movement has sparked true change in the industry — and that is the best gift ever.
Make it a Non-GMO Movie Night!

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

A chilly winter storm makes my family eager for more than a higher thermostat. When the temperatures drop, we also yearn for global inspiration and to connect with thought leaders who drive change. We read books and watch movies, seek knowledge, take notes and map out the changes we will create. And we gather — whether for festive gatherings or simply to entertain ourselves during shorter days. Winter unites family and friends indoors in a way unlike any other time of the year.

This winter, plan a little cozy time: choose a movie from the list below to take a deeper look into how your food is made, what the meaning and concerns are behind “GMOs” (genetically modified organisms), and what role you play in the food you buy.

**GMO OMG!** The director of this documentary, Jeremy Seifert, searches for answers about how GMOs are affecting our health, our planet and our freedom of choice.

**Fresh** Celebrating the farmers, thinkers and business people across the U.S. who are reinventing our food system.

**Open Sesame** An emotionally moving film that illuminates what is at stake and what can be done to protect the source of nearly all our food: seeds.

*(for more GMO films and books, visit LivingNonGMO.org)*
New Year’s Resolutions

Contributor: Wedderspoon

We always begin the year with the best of intentions — exercise more, eat more greens, stress less. Oftentimes however, our goals are sidetracked when business prevails and we slide back into old habits. This year, we’re taking a more holistic, global approach. Specifically, we feel that by focusing our attention on being informed consumers and active participants in environmental conservation efforts, our personal goals of healthful living will naturally follow.

Instead of thinking small, we resolve to think and act globally, hoping our impact will have positive repercussions on a larger scale. What better partner in these efforts than an organization created solely for the purpose of providing transparency and improving our food system? We are thrilled as always to count the Non-GMO Project as an integral partner in our comprehensive approach for the coming year.

Contributor: San-J

San-J’s highest priority has always been and always will be customer satisfaction. We take pride in making the best quality Tamari soy sauce and other products, so in the new year we continue supporting the Non-GMO Project for Non-GMO choices.
Contributor: **Natural Vitality**

Our resolution is to promote understanding of the following perspective: In life we are a part of many systems — our bodies, our planet and indeed the universe. These involve complex interactions at a level beyond the understanding of our current science. We believe humility is the appropriate attitude, and when attempts are made to control natural systems they should be to assist and augment in an effort to restore natural balance — not undertaken for short-term economic gain, as in genetic modification.

Contributor: **Annie’s**

Here at Annie’s, we say NO to GMO — now and always, in all products. We pledge to advocate for GMO transparency to help protect our food system against GMÔs.

Contributor: **Nature’s Path**

At Nature’s Path, it’s always our resolution to leave the Earth better than we found it, and promoting non-GMO food and farming is a big part of that. In 2016 we will continue to help educate our communities about the importance of GMO labeling and choosing non-GMO products.
Reflecting on 2015

by Megan Westgate, Executive Director, Non-GMO Project

As 2015 winds to a close, I want to take a moment to reflect on all we have accomplished and look forward to what is on our horizon. It was a busy year with the DARK Act in Congress, the Simplot potato entering production and the first genetically modified animal approved for human consumption. The growing list of 2,200+ brands and their 34,700+ Non-GMO Verified products is shifting the food supply as more non-GMO acres are planted. The Butterfly is flying high!

Our top 2015 highlights include reaching the milestone of one million followers on our organization’s Facebook page in August. We feel the overwhelming support for our mission from all of you. I want to express how much the entire team here at the Non-GMO Project truly appreciates the trust you have placed in the Butterfly. We are committed to honoring that trust by continuing to increase the momentum we have created together to build and protect non-GMO sources for everyone. Thank you for your part in the movement and here’s to a non-GMO 2016!
The Non-GMO Project is a non-profit organization committed to preserving and building the non-GMO food supply, creating awareness of the impacts of GMOs and providing verified non-GMO choices. We believe that everyone has a right to know what’s in their food.

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