

## More competition for Non-GMO Project: NSF's Non-GMO True North certification

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis.**

NSF International has launched a new non-GMO certification option for food and beverage manufacturers, called NSF Non-GMO True North. This new certification will be alongside NSF's Non-GMO Project verification, which is already commonly seen in grocery stores. NSF Non-GMO True North combines GMO labeling requirements from both global and domestic regulations, such as those from the EU and Vermont.

With this new program, manufacturers have another non-GMO certification option “for sourcing and production claims on packaging and in marketing materials at a time when non-verified and never inspected claims for ‘Non-GMO’ or ‘GMO-Free’ are increasingly commonplace in the absence of federal oversight,” per the news release.

Manufacturers have embraced or battled GMO labeling, depending on their use of GMO ingredients, stance on the science involved, and perception of [consumer preferences](#) for or against GMOs. According to a Consumer Reports survey, 92% of Americans say they want GMO products to be [labeled](#) and 70% of Americans say they do not want GMOs in their food.

Another study [found](#) that the presence of a GMO label would not necessarily deter consumers from buying a product.

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