

Non GMO Project Website

Documentation & Wireframes

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About this document

This is the complete set of wireframe specifications for the Non GMO Project website. They are meant to communicate the user flow, functionality, and layout of the pages.

Project Overview

The Non-GMO Project is a mission-driven nonprofit organization dedicated to building and protecting a non-GMO food supply. They do this through consumer education and outreach programs; marketing support provided to Non-GMO Project Verified brands; and training resources and merchandising materials provided to retailers. The website for the Non-GMO Project would serve to both consumers who are aware of what the project is and also consumers who may not be completely aware but are interested in becoming informed or involved.

Home Page

About Product Verification Get Involved GMO Facts Contact

Non GMO Project

The Non-GMO Project is a nonprofit organization committed to preserving and building sources of non-GMO products, educating consumers and providing verified non-GMO choices.



Shoppers Retail
Standard Get Verified

What is a GMO?

A GMO, or genetically modified organism, is a plant, animal, microorganism or other organism whose genetic makeup has been modified using recombinant DNA methods (also called gene splicing), gene modification or transgenic technology. This relatively new science creates unstable combinations of plant, animal, bacterial and viral genes that do not occur in nature or through traditional crossbreeding methods.

[Learn More](#)



Latest News

TRUETONiQS™ is Now Certified Organic and NON-GMO Project Verified
TRUETONiQS™, in a show of their continuing commitment to providing the highest-quality liquid dietary supplement for today's highly-informed, heal...

Recent on Facebook

Non-GMO Project


By encouraging a #nonGMO seed supply, we support the restoration of traditional seed breeding and the right of farmers to save and plant their own seeds.
2 hours ago

An escaped #GMO grass developed by the makers of Miracle-Gro has put ...

Recent on Twitter

To protect the health of future generations, Hawaiians are taking a stand against #GMO crops and pesticides.
<https://t.co/O6Pmhr5FhC>
7 hours ago

Study finds that Canadian consumers are skeptical about, if not completely opposed to, #GMO foods. <https://t.co/32WgLSNT11>
5 hours ago



The home page for the Non-GMO Project would serve to both consumers who are aware of what the project is and also consumers who may not be completely aware but are interested in becoming informed or involved.

Directed pagers for every audience. This would allow for the consumers as well as the retailers to quickly navigate to the pages and information they might need.

Any and all latest information regards the non-GMO project would be easily accessible on the first page, which would encourage users to follow and engage with the project.

About

About Product Verification Get Involved GMO Facts Contact



Main menu. Color difference clarifying active page.

Mission

Organization History Careers

Sub menu within inside page, allowing easy jumps to preferred sections within the full page scroll.

Non-GMO Project remains the market leader for GMO avoidance and one of the fastest growing labels in the retail sector.

The Non-GMO Project is a mission-driven nonprofit organization dedicated to building and protecting a non-GMO food supply. We do this through consumer education and outreach programs; marketing support provided to Non-GMO Project Verified brands; and training resources and merchandising materials provided to retailers.

Non-GMO Project remains the market leader for GMO avoidance and one of the fastest growing labels in the retail sector. We offer North America's most trusted third-party verification for non-GMO food and products.

The Non-GMO Project Standard is a consensus-based document crafted with the insight from dozens of industry experts, reflecting a dynamic range of perspectives. In a world of shifting and quickly developed technologies, the Standard remains current and collaborative through ongoing public comment periods.

Because of this collaboration with engaged stakeholder groups, Non-GMO Project Verified is a meaningful and achievable way for suppliers, brands and retailers to show their commitment to providing consumers transparent choice in the marketplace.

Organization

The Non-GMO Project is a 501c(3) nonprofit organization located in Bellingham, Washington. The Project is operated by its staff and governed by a board of directors with the guidance of standard and technical advisory committees.



Working to build our non-GMO food supply.

Subscribe

Make a Donation

Responsive footer. Intergrated into inside pages.

Product Verification



Product Verification

The Non-GMO Project is a mission-driven nonprofit organization offering a third-party non-GMO verification program to the standard consumers expect. We are the pioneer and established market leader for GMO avoidance. We have set the industry standard for non-GMO verification since the Butterfly first appeared on store shelves in 2010.

Introduction. Fixed on page along with "Start Verification"

Start Verification

Our Seal of Approval

An independent study by Consumer Reports found the Non-GMO Project Verified seal to be the only "highly meaningful" label for consumers looking to avoid GMOs 1. The credibility that comes with Non-GMO Project verification will allow your products to reach a wider customer base, assuring shoppers that your products meet the best practices for GMO avoidance.

Full page scroll.

Brand Equity

Driving sales. Our retail partners report that Non-GMO Project Verified products are the fastest dollar growth trend in their stores this year. Annual sales of Non-GMO Project Verified products now exceed \$16 billion.

In demand. A 2014 consumer survey found that "80% seek out non-GMO products, with 56% saying non-GMO was key to brand buying." 2 2015 consumer polls also found that 93% of Americans and 88% of Canadians support labeling of GMOs. 3,4 Our Facebook page has more than 1 million highly engaged followers, who act as passionate brand ambassadors spreading the word about their trust in the Butterfly and whose demand continues to drive the movement forward.

In the spotlight. Thousands of retail partners work with the Non-GMO Project promoting verified products, educating customers about product transparency, and celebrating Non-GMO Month annually in October.

Third-Party Verified

The Non-GMO Project Product Verification Program is North America's only third-party verification for non-GMO food and products. Third-party verification is the highest quality system when it comes to product labeling and certifications because it ensures products have been comprehensively evaluated by an independent party for compliance with a standard developed by industry experts and stakeholders.

Companies must work with third-party technical administrators to get their products verified. These technical administrators are skilled industry professionals and will work with you to help your products achieve verification.

Promoting your Verification

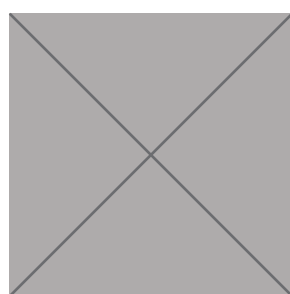
Get Involved



Get Involved

The continued success of this movement relies on engaged members from each stakeholder group. We have designed three websites to empower and inform with curated content and information. We encourage you to explore the tools, news and resources we have created for you. Be sure to utilize the Contact Us page on each website if you have suggestions in ways we can better serve you. Thank you for your commitment to transparency and building a non-GMO future!

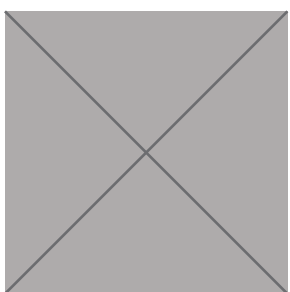
For Shoppers



The Non-GMO Project was founded to preserve and build sources of non-GMO products, educate consumers, and provide verified non-GMO choices. As the Non-GMO Project became more widely recognized, a growing number of concerned shoppers began reaching out to us in search of more information on GMOs, worried about the long-term impacts of GMOs (on health and environment) and looking for ways to make informed choices for themselves and their loved ones.

We created our lifestyle website, [LivingNonGMO.org](#) to address these concerns. Filled with inspiring blogs, latest news, tasty recipes and more, Living Non-GMO is dedicated to our supporters, who inspire and energize us every day in our work to secure a safe and healthy food supply for generations to come.

For Retailers



Retailers play an important role in expanding awareness about GMOs by providing a crucial bridge between Non-GMO Project Verified brands and consumers. Through the conversations you have with your customers each day, you have a direct impact on the growth of this movement.

We launched [NonGMORetailers.org](#) to curate the tools and resources we know busy retailers need. Protecting consumer choice and a non-GMO food supply require a multi-faceted approach and lots of team work, which is why this website was created. Whether you participate in Non-GMO Month or keep your messaging front and center year round, our Retailer Programs team is here to help you with your needs.

Are you a retailer? [Learn more](#) and register your store today!

[Link to home page buttons.](#)