



consumer
values verified™

LABEL CLAIMS POWERED BY PROOF



OUR COMMITMENT

Transparency in labeling is vital as consumers seek products that match their values and lifestyle choices. NSF International can help you build consumers' trust in your product label claims by:

- ✓ Pioneering innovative certification programs to meet evolving consumer and lifestyle trends
- ✓ Offering certifications that provide competitive differentiation
- ✓ Proving your label claim with independent verification
- ✓ Providing on-package certification marks that quickly communicate your brand values
- ✓ Empowering conscientious companies to establish strong market positions



ABOUT CONSUMER VALUES VERIFIED

NSF International's Consumer Values Verified (CVV) group helps companies keep ahead of consumer trends and verify label claims. We provide you with depth of knowledge, friendly guidance, assurance and verification in these areas:

- > Geographic origin
- > Dietary/Nutrition
- > Sustainability
- > Responsible sourcing
- > Animal welfare
- > Authenticity

We guide retailers, manufacturers and producers, skillfully helping them navigate the often complicated process of certification. With more than 75 years of certification experience, NSF provides the power of proof to today's conscientious companies.

WHAT PEOPLE ARE SAYING



"When we evaluated certifying bodies for the Non-GMO Project, the choice was clear. NSF had the experience, resources and capacity to serve a large global company. What pleasantly surprised us was the NSF staff commitment to customer service. We are delighted with NSF service and performance adapting to our unique needs and focusing on solutions!"

– Mark Overland, Director Global Certification



"NSF has created a complete program where my unique, certified organic, Non-GMO Project verified, certified gluten-free and Certified for Sport® products are traceable, verified and certified from 'cradle to shelf.' This type of third-party auditing helps us provide our customers with full assurance and 100 percent traceability."

– Jeffrey Brams, General Counsel and VP of Science



"We love working with NSF for Non-GMO Project verification. Our dedicated account manager is quick, responsive, and answers my certification questions in a way that's easy to understand. I'm also a huge fan of NSF's user-friendly online client portal because it makes the process much more efficient and saves me valuable time."

– Sherri Richart, Quality Systems Supervisor

SERVICES

We can harmonize multiple verifications and inspections into one fluid process. This increases efficiency and can reduce costs for companies trying to reach and inform increasingly label-conscious consumers.



NON-GMO

NSF guides businesses to earn the Non-GMO Project verified “butterfly” seal, which assures consumers that products have been produced according to best practices for GMO avoidance.



GLUTEN-FREE

NSF’s gluten-free certification requires robust cross-contamination controls, auditing, testing and inspection. Our certification is consistent with the U.S. FDA’s gluten-free labeling final rule.



PLANT BASED

The Certified Plant Based mark makes it easy for consumers to choose sustainable alternatives to meat, egg and dairy products. No animal-derived ingredients are allowed.



RAISED WITHOUT ANTIBIOTICS

The only independently verified certification seal that assures consumers that animal products were produced without exposure to antibiotics and covers all animal foods.



TRUE SOURCE HONEY

Independently verify your honey’s origins and compliance with U.S. and international trade laws. For products using honey as an ingredient, NSF provides Made with True Source Honey certification.



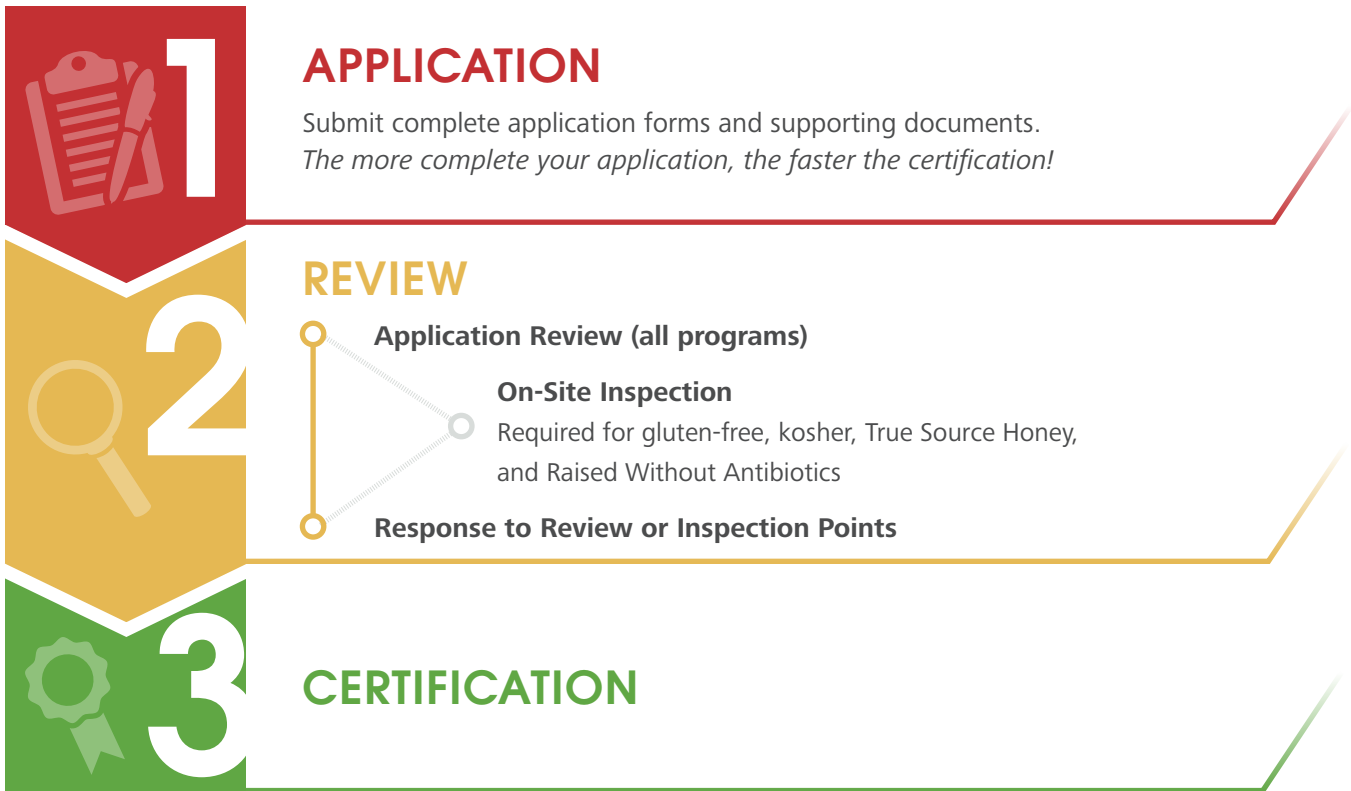
KOSHER

In partnership with STAR-K, Quality Assurance International (a member of the NSF family of companies) provides a joint kosher and organic auditing program so products can achieve the most comprehensive kosher certification and USDA organic certification in tandem.



THREE STEPS TO CERTIFICATION

We will assign you a dedicated project manager to guide you through each step of certification.



BENEFITS OF CERTIFICATION

- > Peace of mind knowing your products are verified by an independent, trusted certifier
- > Protection of your brand's reputation and increased consumer confidence
- > Ability to meet consumer and retail demand for transparency
- > Guidance as you navigate a sea of compliance requirements

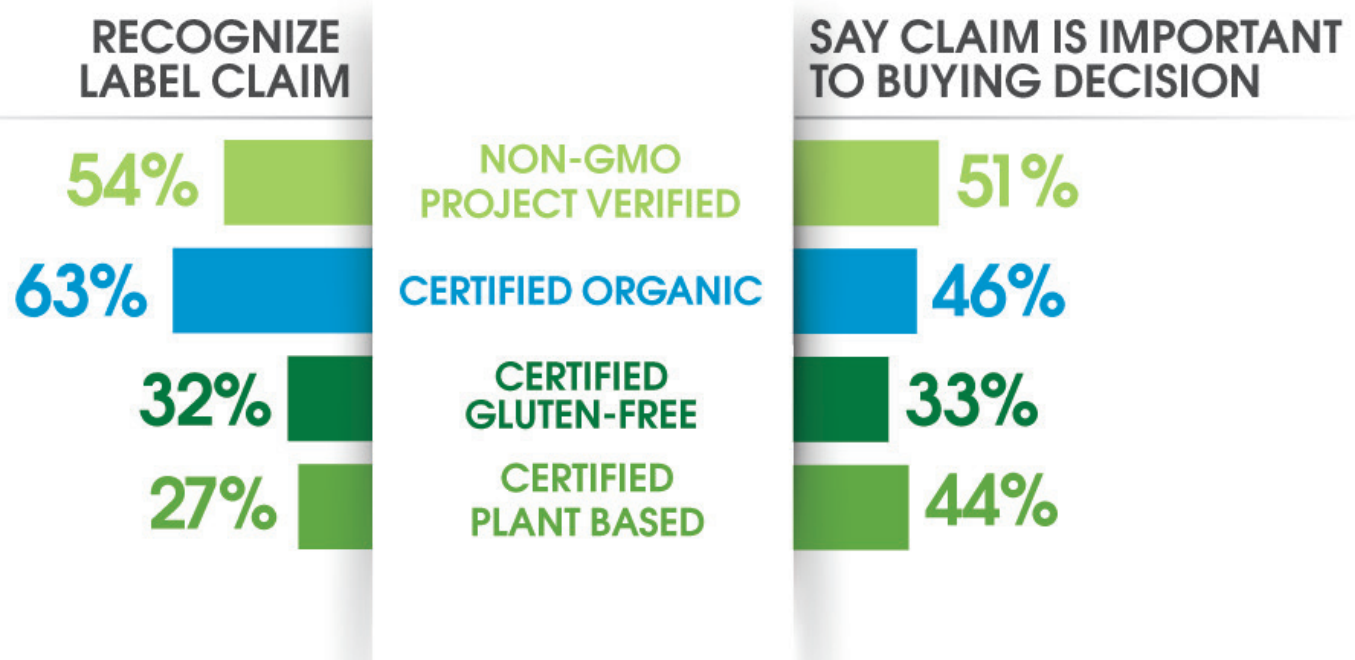


KEEPING YOU AHEAD OF CONSUMER TRENDS

New consumer trends are developing and becoming global faster than ever. So how do you respond quickly and accurately so your products capture the attention of these consumers? We work with organizations around the globe to launch innovative independent certifications that address trends on the cusp of explosive growth and provide shoppers with the trust and transparency they seek.

For instance, NSF's Consumer Values Verified has helped propel label-claim verification of non-GMO and gluten-free claims. Non-GMO food sales have surpassed organic and are projected to grow globally by an average annual rate of 16.5% to reach \$2.76 billion by 2025, according to a 2019 report by Grand View Research. We continued growth in mainstream consumer demand for gluten-free products as well. The gluten-free foods market is forecasted to reach over \$15 billion by 2026, according to Global Market Insights.

CERTIFICATIONS CONSUMERS SEEK



BUNDLING CERTIFICATIONS

Founded in 1944, NSF International is a global leader in food safety certifications, product testing and inspections. As a comprehensive service provider, NSF can save you time and money. We have the capabilities to seamlessly combine claims verification with your existing certifications as well as food safety and quality audits and services.

You can bundle your your label-claim certification with:

<p>Global Food Safety Initiative (GFSI) Certifications</p>	
<p>Organic Certification</p>	
<p>Dietary Supplement Registration & Certification</p>	
<p>Sustainability Certifications</p>	
<p>Other Services</p>	<p>Food safety consulting* Supply chain auditing Supply chain transparency (TraQtion software) FSMA readiness assessment and consulting*</p>

* Use of NSF consulting services does not provide an advantage, nor is it linked in any way to the granting of certification.



CONTACTUS

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NSF serves countries around the world from its global network of offices.

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