YES. NO. NEVER.
A Standard for Consumer Clarity
FAST FACTS

GOVERNED GROWTH
According to the U.S. Department of Agriculture, only ten genetically modified crops are approved for production in the United States: corn, soybeans, cotton, potatoes, papayas, summer squash, canola, alfalfa, apples, and sugar beets.

LABEL LINGO
While some sources may exclusively call an ingredient "genetically modified", other terminology for these types of crops are "bioengineered" or "genetically engineered." Non-GMO does not necessarily mean "organic," as organic is a method of production, not the plant makeup.

CONSUMER CERTAINTY
Undergoing rigorous and extensive trials for verification through departments such as the U.S. Food and Drug Administration, GMOs are just as safe to consume as non-GMO crops. Additionally, GMO plants are critically examined by the U.S. Environmental Protection Agency.
It's no secret that many people today are disconnected from their food source.

In an attempt to gain better control of the food they consume, shoppers all too often fall into the trap of fear-induced marketing.

When searching for the safest and most ethical choice, package advertisements rich in scare tactics flood the shelves with warnings such as “non-GMO,” “no genetic engineering,” and “(something)-free.” In the end, an individual walks away with more questions than answers about the safety of their product, and many misconceptions about American agriculture.

The Yes. No. Never. Standard aims to clear up consumer confusion by comprehensively breaking down and displaying the current legal classifications of genetic modification found in each ingredient.

At a glance, a person can determine whether the food “warnings” are moral, or misleading. Presented in an easily interpretable format, the symbols of the Standard works in tandem with the already recognizable USDA and FDA Nutrition Labels.

By showing a combination of the three categories, Yes, No, and Never, this standard is providing an ample medium for encouraging individuals to gain a depth of understanding in their food choices.
DESIGNITOS
SEARCH OF
THE SUBLIME
FLAVORED
### NUTRITION FACTS

1 SERVING SIZE PER STUDENT
SERVING SIZE 1 QUARTER

<table>
<thead>
<tr>
<th>CLASSES</th>
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| LIMES, I GUESS | X |
| CORN | X |

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### ARTFUL DESIGN

GE WANG

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CORN, CORN STARCH....

LIME..........................
THREE SIMPLE WORDS
hold a whole lot of meaning

YES.
DEFINES

This ingredient is approved for genetic modification in the United States.
&
This ingredient is modified in this product.

NO.
DEFINES

This ingredient is approved for genetic modification in the United States.
&
This ingredient is not modified in this product.

NEVER.
DEFINES

This ingredient is not approved for genetic modification in the United States.
&
This ingredient is not modified in this product.

EACH OF THESE WORDS ARE ASSIGNED A SPECIFIC COLOR AND QUADRANT OF THE PLATE ICON, MAKING THEM EASILY RECOGNIZABLE, EVEN THROUGH LANGUAGE BARRIERS.
COMBINATIONS can help consumers differentiate several ingredients.
THE NITTY GRITTY

has never been more accessible

In order to conserve space, but to keep the important fine print readily available, a QR code will be incorporated into the symbol residing on the back of the package.

DIRECTLY LEADS TO A CONSOLIDATED DATABASE FOCUSED ON GMO RESEARCH AND SAFETY IN THE UNITED STATES


POSSIBILITY TO INCORPORATE FAQ’S AND DISCUSSION FORUMS TO FURTHER INVOLVE CONSUMERS

INFORMATION PROVIDED IS AVAILABLE IN MULTIPLE LANGUAGES
CONCLUSION

and main objectives of the Yes. No. Never. Standard

PROVIDES A MEANS-TO-AN-END APPROACH
to improving transparency of legal classifications for genetic modification found in common food items.

PROMOTES HUMAN FLOURISHING
through making individuals more confident in their food decisions without overcomplicating the process.

ALLEVIATES FINANCIAL BURDEN
by allowing people to feel less obligated to purchase items that utilize scare-tactic marketing, which are listed at a premium cost. By being more informed, an individual can more readily recognize food advertising techniques.

NON-INTRUSIVE, BUT THOROUGH
approach to giving clarity to the consumer. Shoppers are encouraged to learn more about the legal work behind their food through the use of a QR code to a database.