



# 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.



# ABOUT THE STANDARD

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 UNDERSTAND IN THEIR FOOD CHOICES.**

# DESIGNITOS

SEARCH OF  
THE SUBLIME  
FLAVORED










# THREE SIMPLE WORDS

hold a whole lot of meaning

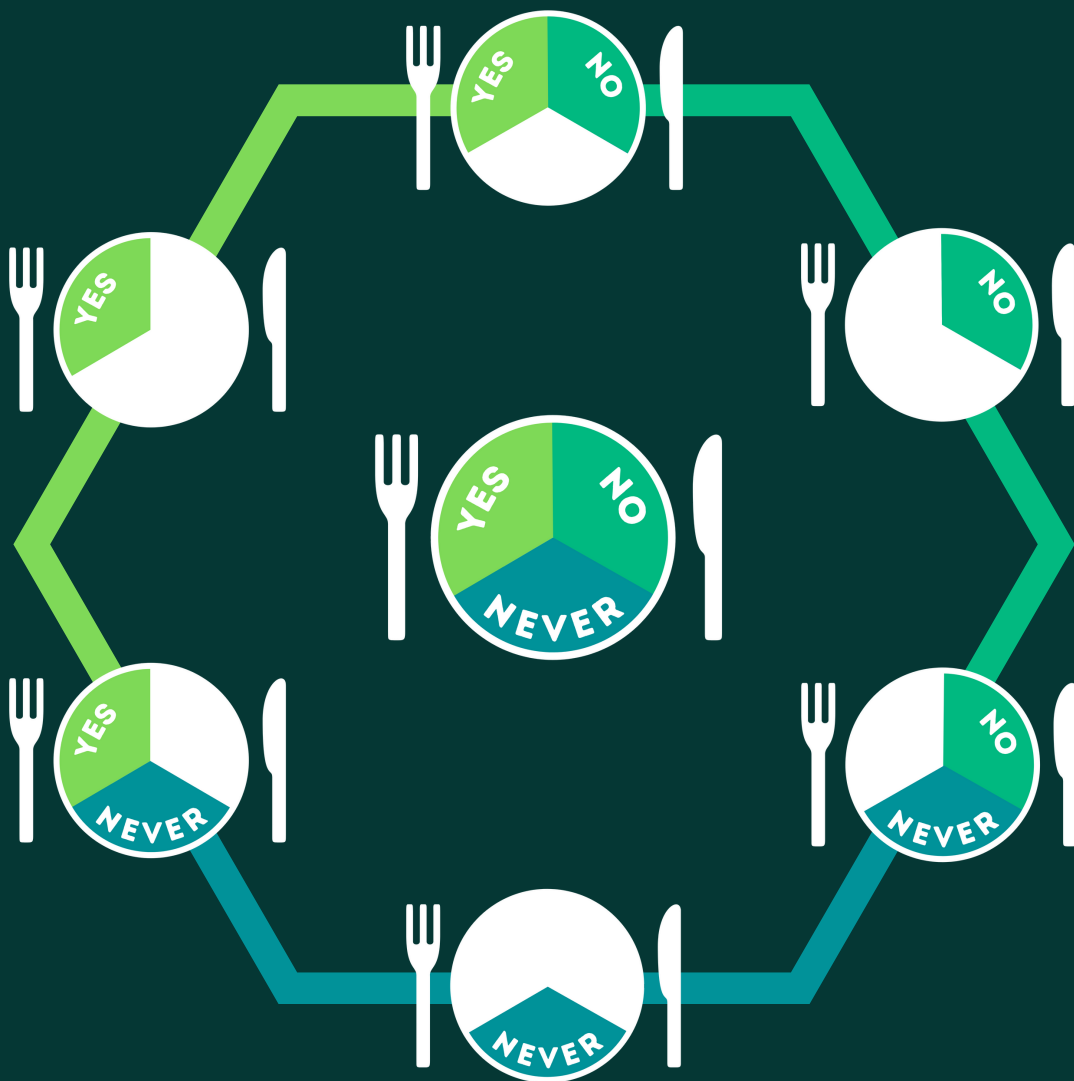
		
<b>YES. DEFINES</b>	<b>NO. DEFINES</b>	<b>NEVER. DEFINES</b>
This ingredient <u>is</u> approved for genetic modification in the United States.	This ingredient <u>is</u> approved for genetic modification in the United States.	This ingredient <u>is not</u> approved for genetic modification in the United States.
&	&	&
This ingredient <u>is</u> modified in this product.	This ingredient <u>is not</u> modified in this product.	This ingredient <u>is not</u> 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**

**MONITORED AND KEPT UP TO DATE  
BY THE U.S. DEPARTMENT OF  
AGRICULTURE AND THE U.S. FOOD  
AND DRUG ADMINISTRATION**

**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.

