



consumer
values verified™

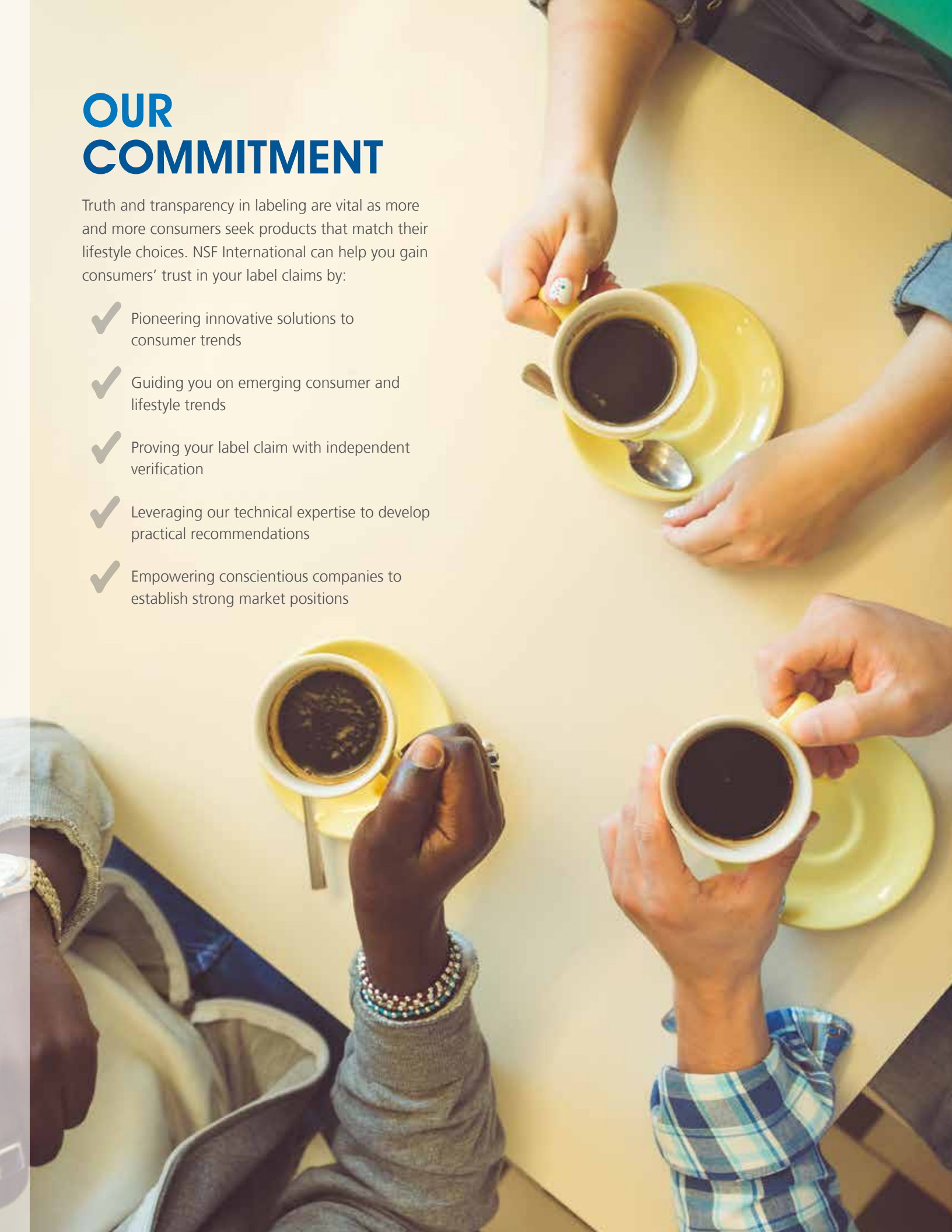
LABEL CLAIMS POWERED BY PROOF



OUR COMMITMENT

Truth and transparency in labeling are vital as more and more consumers seek products that match their lifestyle choices. NSF International can help you gain consumers' trust in your label claims by:

- ✓ Pioneering innovative solutions to consumer trends
- ✓ Guiding you on emerging consumer and lifestyle trends
- ✓ Proving your label claim with independent verification
- ✓ Leveraging our technical expertise to develop practical recommendations
- ✓ Empowering conscientious companies to establish strong market positions





ABOUT CONSUMER VALUES VERIFIED

NSF International established Consumer Values Verified (CVV) to help companies keep ahead of consumer trends and verify label claims. We provide you with depth of knowledge, friendly guidance, assurance and verification in five value areas:

- > Lifestyle
- > Religious
- > Chemicals of concern
- > Dietary
- > Sourcing

We guide retailers, manufacturers, and producers, skillfully helping them navigate the often complicated process of certification. With more than 70 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 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, NSF 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



"The True North team is approachable and provided us with constructive feedback during the early stages of internal protocol development, which greatly helped us achieve our goal. It was a pleasure to seek certification from a team that genuinely believes in the True North Non-GMO values."

– Anna Kyritsis, Chief Financial Officer

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 today's increasingly label-conscious consumers.



GLUTEN-FREE

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



NON-GMO

NSF offers Non-GMO Project and NSF Non-GMO True North to cover the breadth of products in the marketplace. Both programs are accepted by major specifiers and retailers for non-GMO labeling.



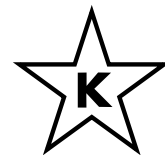
TRUE SOURCE HONEY

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, QAI (a member of the NSF family of companies) provides a joint kosher and organic auditing program so products can achieve the strictest kosher certification and USDA organic certification in tandem.



RAISED WITHOUT ANTIBIOTICS

The NSF's Raised Without Antibiotics program provides product certification for animal production, processing and packaging of animal products.





SIX STEPS TO CERTIFICATION

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





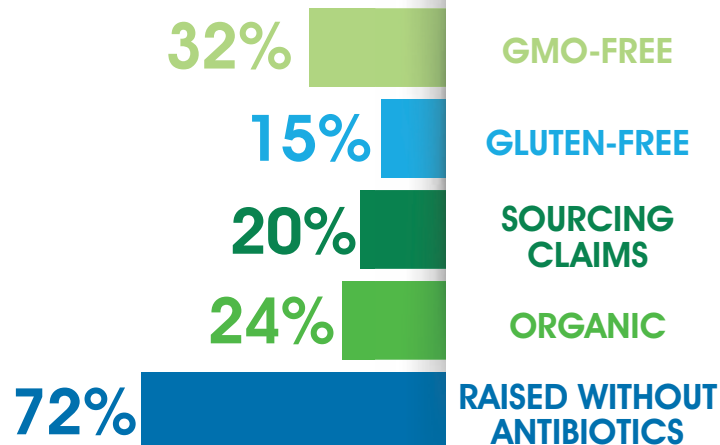
KEEPING YOU AHEAD OF CONSUMER TRENDS

Today, new consumer trends are developing and becoming global faster than ever. So how do you respond quickly and accurately so you can stay ahead and capture the attention of these new consumers? We partner with companies around the globe to launch new innovative independent certifications that address trends on the cusp of explosive growth and provide consumers with the trust and transparency they seek.

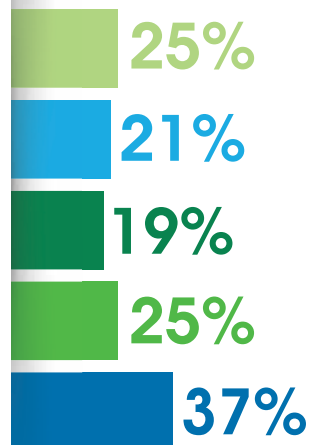
Some consumer trends we have helped propel include label claim verification of non-GMO and raised without antibiotics claims. Non-GMO food sales have surpassed organics and are projected to reach \$330 billion by 2019. We also see a growing consumer awareness for meat, dairy and egg products with “Raised Without Antibiotics” claims with 72 percent believing this label is very important.

LABEL CLAIMS CONSUMERS SEEK

BELIEVE LABEL CLAIM IS VERY IMPORTANT



ARE VERY WILLING TO PAY A PREMIUM FOR CLAIM





ADDITIONAL SERVICES

Claims verification can help you add value to your products and capture new markets by standing out from the competition. According to Nielsen Global Health and Wellness Report, nearly one-third of consumers are willing to pay more for foods with verified claims. As a comprehensive food safety and quality service provider, NSF can save you time and money. We have the capabilities to seamlessly combine claims verification with your existing organic certification, food safety and quality audits and services.

You can bundle your verification claim with:

- > Global Food Safety Initiative (GFSI) certification
- > HACCP certification
- > Organic certification – NOP, COR, EU, JAS, Transitional
- > Dietary supplement programs – GMP registration, Certified for Sport®, product and ingredient certification
- > Supply chain programs
- > Sustainability programs

Other Services

- > Food safety consulting*
- > Supply chain auditing
- > Supply chain transparency (TraQtion software)
- > FSMA readiness assessment and consulting

**Use of NSF consulting services does not provide an advantage, nor is it linked in any way to the granting 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 from The Most Trusted Name in Food Safety™ as you navigate a sea of compliance requirements



CONTACT US

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