



The GMO Transparency Movement: Meaningful Changes to the Supply Chain

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How Do We Change the Supply Chain?

(How do we do something difficult & complex, quickly?)



How Do We Create A Win For All Sides?

Strategy

Collaboration

Agreed to develop a “white list”

Engaged a trade association

Education

Press

Formalization



Within 12 months

Movement

Momentum

Engagement

Attention



Within 24 months

Dominoes!

What used to take 12-18 months, now takes less than 1 week

Other Non-GMO certification programs started reaching out for help developing standards for the DS space

NGP Board Meetings

Best Practices for Creating Change Quickly

Engage others in your tribe

Have a clear, unified vision

Communicate early & often

Stay consistent in your objectives

Don't lose focus or get distracted

Seek & communicate small wins



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