

Non-GMO Project Verification Continues to Broaden Where Food Comes From, Inc. Customer Base

CASTLE ROCK, Colo. – May 12, 2016 – Where Food Comes From, Inc. (d.b.a. IMI Global) (OTCQB: WFCF), the most trusted resource for independent, third-party verification of food production practices in North America, today announced continued growth in enrollments for the Non-GMO Project Verified Program. To date, the Company has engaged with 144 different brands, with new inquiries coming in daily.

“The ‘Non-GMO Project Verified’ label is one of the fastest growing food labeling programs in the nation,” stated John Saunders, CEO and Chairman of Where Food Comes From, Inc. “As a result, our ability to combine our existing verification services for Organic, GAP 5-Step Animal Welfare Rating, Gluten-Free and others with the Non-GMO Project claims has enhanced our ability to onboard new customers. From livestock-derived products to fruits, vegetables, drinks and packaged foods, the diversity of the customers we are now working with is unprecedented in our Company’s history.”

Originally developed as an initiative of independent natural foods retailers interested in providing their customers with more information regarding genetically modified organisms, or GMOs, the Non-GMO Project created a collaborative verification program that began enrolling products in the fall of 2008. Where Food Comes From has been an approved Technical Administrator for the project since 2014.

“Building upon their unique expertise in livestock, egg and dairy verifications, Where Food Comes From has successfully transitioned into their role as a Technical Administrator for the Non-GMO Project,” said Megan Westgate, Executive Director of the Non-GMO Project. “We believe that engaging third-party experts to verify products to our standard ensures the utmost integrity in the value of our label. Many of these food production systems are intensive and detailed, and we are thankful to have experienced TA’s like Where Food Comes From to successfully guide customers through the process.”

To date, Where Food Comes From has enrolled and approved a variety of brands new to the verification process, including [Victoria Fine Foods](#) marinara sauce, [Queen of America](#) honey, and [Healthy Harvest](#) cooking oils. However, the largest area of growth for the Company has been in the bundling of the Non-GMO Project claim with additional verification services. Brands such as [Hickory Nut Gap Farm](#), [Marquis Organic Energy](#), [Scratch and Peck](#) feeds, and [Trickling Springs Creamery](#) have all engaged in layered verification systems, leveraging the value and efficiency of the Company’s bundled services.

About Non-GMO Project

The Non-GMO Project, a non-profit 501(c)3 organization, offers North America’s only third party verification and labeling for non-GMO (genetically modified organism) food and products. The Non-GMO Project works in several different capacities to ensure the availability of non-GMO products and to help support informed choice, including education of consumers and the food industry to help build awareness about GMOs and their impact on our health and food systems. Learn more at www.nongmoproject.org.

About Where Food Comes From, Inc.

Where Food Comes From, Inc. (d.b.a. IMI Global) is America's trusted resource for third party verification of food production practices. The Company supports more than 10,000 farmers, ranchers, processors, retailers, distributors and restaurants with a wide variety of value-added services through its IMI Global, International Certification Services, Validus Verification Services, and Sterling Solutions units. In addition, the Company's Where Food Comes From® retail and restaurant labeling program utilizes the verification of product attributes to connect consumers to the sources of the food they purchase through product labeling and web-based information sharing and education. Visit www.wherefoodcomesfrom.com for additional information.

CAUTIONARY STATEMENT

This news release contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995, based on current expectations, estimates and projections that are subject to risk. Forward-looking statements are inherently uncertain, and actual events could differ materially from the Company's predictions. Important factors that could cause actual events to vary from predictions include those discussed in our SEC filings. Specifically, statements in this news release about industry leadership; the Company's ability to add new customers and continue to grow its bundled services business; and demand for, and impact and efficacy of, the Company's products and services on the marketplace, are forward-looking statements that are subject to a variety of factors, including availability of capital, personnel and other resources; competition; governmental regulation of the agricultural industry; the market for beef and other commodities; and other factors. Financial results for the third quarter and nine-month period are not necessarily indicative of future results. Readers should not place undue reliance on these forward-looking statements. The Company assumes no obligation to update its forward-looking statements to reflect new information or developments. For a more extensive discussion of the Company's business, please refer to the Company's SEC filings at www.sec.gov.

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