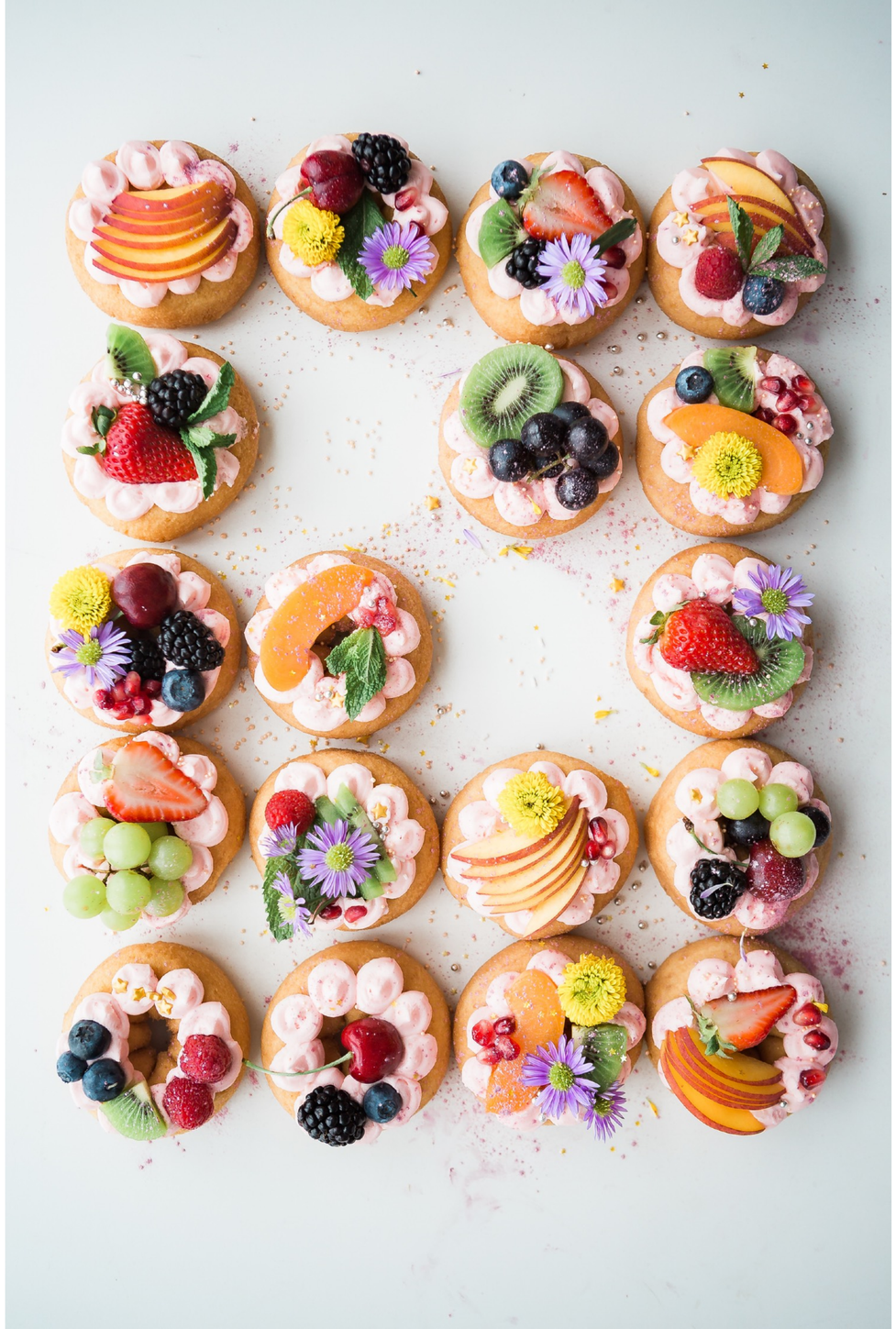
RESTAURANT & MENU

recipe certification criteria

WELCOME.

The following information is used as a baseline metric to include (but not limited to) the following parameters.

There may be other ingredients that would not be acceptable; those would be determined once detailed recipe/formula/ingredient information is reviewed.



WHO WE ARE

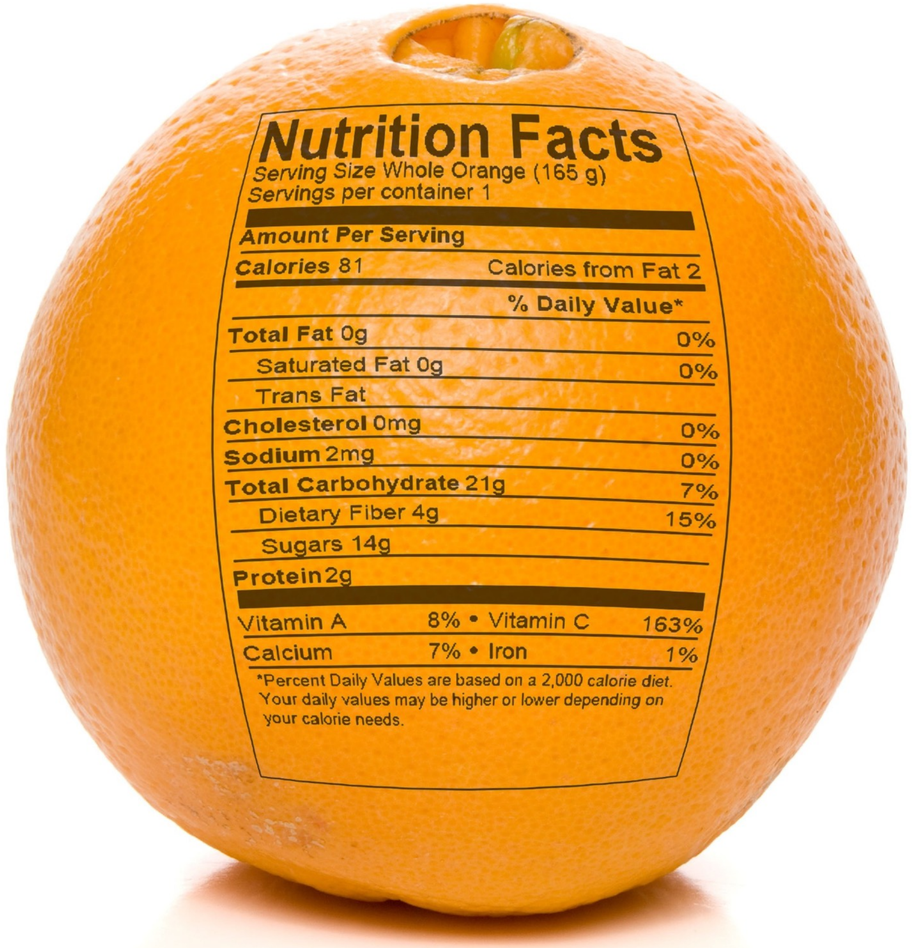
WFPB.ORG is an independent, non-partisan, non-profit organization that empowers sustainable health for humans and planet through a plant-based lifestyle.

It merges the impact of lifestyle choices on human and environmental health and provides science-based information as the basis of sustainable living.

WHAT WE DO

WFPB.ORG administers the "WFPB Certified" seal, an easy-to-recognize trademarked symbol for whole food, plant-based products, services, professionals, and businesses.

The WFPB seal of approval ensures that products are made with 100% whole plant-based ingredients that are beneficial for human health, support sustainable agriculture, are void of animals, and are kind to the planet.



WHY PLANT-BASED?

FASTEST GROWING MARKET

1. **USA:** The number of plant-based eaters in America grew by 600% from nearly 4 million in 2014 to 19.6 million in 2017.

2. **USA:** US retail sales of plant-based foods that directly replace animal products grew by 8.1% in the 12 months to August 2017. This is compared with a fall in sales of 0.2% for all foods sold across American grocery stores. Plant-based cheese alternatives were the fastest-growing category, enjoying an 18% growth.

3. **USA:** 400 million fewer animals were killed in 2014 compared to 2007 because people were eating less animal products.

4. **USA:** There were as many people searching for plant-based Thanksgiving recipes as there were people searching for turkey Thanksgiving recipes in November 2018.

5. **USA:** 1 in 3 Americans have stopped or reduced their meat consumption.

6. **USA:** Egg company Cal-Maine Foods reported a $74m loss due to plant-based egg alternatives.

7. **USA:** Plant-based milk is predicted to represent almost a half (40%) of the dairy and dairy alternative beverages industry by 2021, up from 25% in 2016. The non-dairy industry is predicted to be worth $28 billion, a staggering growth from only $6 billion in 2016.

8. **USA:** A 2013 Mintel survey showed that US consumers try meat alternatives for the following reasons: 33% - I think they are healthy; 31% - I enjoy the taste; 31% - I am trying to reduce my meat consumption; 30% - I'm adding protein to my diet; 23% - I'm adding variety to my meals.

9. **USA:** 72% Americans oppose testing cosmetics products on animals.

10. **USA:** Non-dairy milk accounts for 40% of all milk sales.

FASTEST GROWING MARKET

11. **Worldwide:** Australia was the most popular country for plant-based in 2018, according to Google Trends, followed by the UK and New Zealand.

12. **Europe:** Europe was the largest market for meat substitutes in 2016, accounting for 39% of global sales.

13. **Germany:** Germany is the global leader at plant-based product development and launches, accounting for 15% of global vegan introductions between July 2017 and June 2018.

14. **Germany:** One in ten consumers buy meat alternatives, rising to one in five for Germans in the 16-24 age group. In 2005, only 1% of Germans considered themselves vegetarians; this rose to 7% in 2018.

15. **Sweden:** Sweden saw its largest decrease in meat consumption for 30 years with a 2.6% drop in people eating meat in 2017.

16. **Italy:** Italy had the fastest growing vegetarian population over 2011-2016 with a growth of 94.4%.

17. **Italy:** Around half of Italian consumers say they are lowering their red meat intake, while 24% say they are increasing the amount of vegetarian foods in their diet.

18. **Poland:** Around 60% of Poles said they planned to cut back on their meat consumption in 2018.

19. **Australia:** Australia's packaged vegan food market is currently worth almost $136 million and is set to reach $215 million by 2020.

20. **Southeast Asia:** Between 2012 and 2016, new vegetarian and vegan product launches increased by 140% and 440% respectively in Southeast Asia alone.

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WHAT CONSUMERS ARE LOOKING FOR

KEY SUSTAINABILITY PURCHASING DRIVERS FOR GLOBAL RESPONDENTS

Percent that were "very heavily" or "heavily" influenced by purchasing driver

62% THE PRODUCTS ARE MADE BY A BRAND/COMPANY THAT I TRUST

43% THE PRODUCT IS FROM A COMPANY KNOWN FOR ITS COMMITMENT TO SOCIAL VALUE

59% THE PRODUCT IS KNOWN FOR ITS HEALTH & WELLNESS BENEFITS

41% THE PRODUCT'S PACKAGING IS ENVIRONMENTALLY FRIENDLY

57% THE PRODUCT IS MADE FROM FRESH, NATURAL AND/OR ORGANIC INGREDIENTS

41% THE PRODUCT IS FROM A COMPANY KNOWN FOR ITS COMMITMENT TO MY COMMUNITY

45% THE PRODUCT IS FROM A COMPANY KNOWN FOR BEING ENVIRONMENTALLY FRIENDLY

34% I SAW AN AD ON TELEVISION ABOUT THE SOCIAL AND/OR ENVIRONMENTAL GOOD THE PRODUCT'S COMPANY IS DOING

Source: Nielsen Global Survey of Corporate Social Responsibility, Q1 2015

#1: BEST FOR HUMAN HEALTH

Only a low-fat, whole food, plant-based dietary pattern has clearly been demonstrated to reduce the risk of many chronic diseases and improve wellbeing in all aspects of human health:

A. **Sustainable:** Lowering overall and **ischemic heart disease mortality**; supporting **sustainable weight** management; **reducing medication** needs; and lowering the risk for most **chronic diseases.**

B. **Preventing:** Decreasing the incidence and severity of high-risk conditions, including **obesity**, **hypertension**, **hyperlipidemia**, and **hyperglycemia**; **mortality**, **cancer,** and even reversing **advanced coronary artery disease** and **type 2 diabetes**.

C. **Reversing:** Fruits and vegetables are the healthiest and most beneficial source of antioxidants, which scavenge reactive oxygen species, including free radicals, which increase oxidative stress and have been associated with **aging**, **CHD**, **diabetes**, **cancer, arthritis**, and other chronic diseases as well as **Alzheimer's** and **Parkinson's disease**.

(Some Scientific Evidence on next page)

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#2: BEST FOR PLANETARY HEALTH

Your Impact: A sustainable diet combines the creation of a food system that supplies healthy food for a growing population with a system of reducing its environmental impact and staying within planetary boundaries.

Emissions: Reductions in meat consumption and other dietary changes would ease pressure on land use and reduce GHG emissions.

Climate Change: Changing diets may be more effective than technological mitigation options for avoiding climate change and may be essential to avoid negative environmental impacts such as major agricultural expansion and global average temperature rise of 2°C while ensuring access to safe and affordable food for an increasing global population.

(Some Scientific Evidence on next page)

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GLOBAL IMPACTS BY 2050

A. Health

Transitioning toward a plant-based diet could reduce global mortality by 6–10% and food-related greenhouse gas emissions by 29–70% by the year 2050. It would result in 8.1 million avoided deaths (CI, 7.8–8.5 million) and 129 million life years saved (CI, 125–133 million). About 45–47% of all avoided deaths are from reduced coronary heart disease (CHD), 26% from stroke, 16–18% from cancer, and 10–12% from type-2 diabetes mellitus (T2DM).

B. Emissions

In line with other studies, dietary changes toward less animal-sourced foods can help mitigate an expected growth in food-related GHG emissions.

Changes to region-specific diets contribute the most to reduced GHG emissions. About three-quarters of the total reductions (72–76%), occurs in developing countries, in particular in East Asia and Latin America.

C. Economic

The monetized value associated with diet-related changes in mortality amount to 21 trillion (or 1012) US dollars per year ($21 trillion) in 2050 with a range of $10–31 trillion.

In terms of percentage of expected global GDP in 2050, these values amount to 13% (6–20%).

1. Springmann, Marco, et al. "Analysis and Valuation of the Health and Climate Change Cobenefits of Dietary Change." PNAS, National Academy of Sciences, 18 Mar. 2016, www.pnas.org/content/early/2016/03/16/1523119113.
2. Ray DK, Mueller ND, West PC, Foley JA (2013) Yield trends are insufficient to double global crop production by 2050. PLoS One 8(6):e66428
3. Bajželj B, et al. (2014) Importance of food-demand management for climate mitigation. Nat Clim Chang 4(10):924–929.
4. Tilman D, Clark M (2014) Global diets link environmental sustainability and human health. Nature 515(7528):518–522.
5. Hedenus F, Wirsenius S, Johansson DJA (2014) The importance of reduced meat and dairy consumption for meeting stringent climate change targets. Clim Change 124(1-2):79–91.

THE GOAL

To Certify One Appetizer + One Entree + One Dessert

OR

To Certify All Recipes

THE END RESULT

MORE SALES

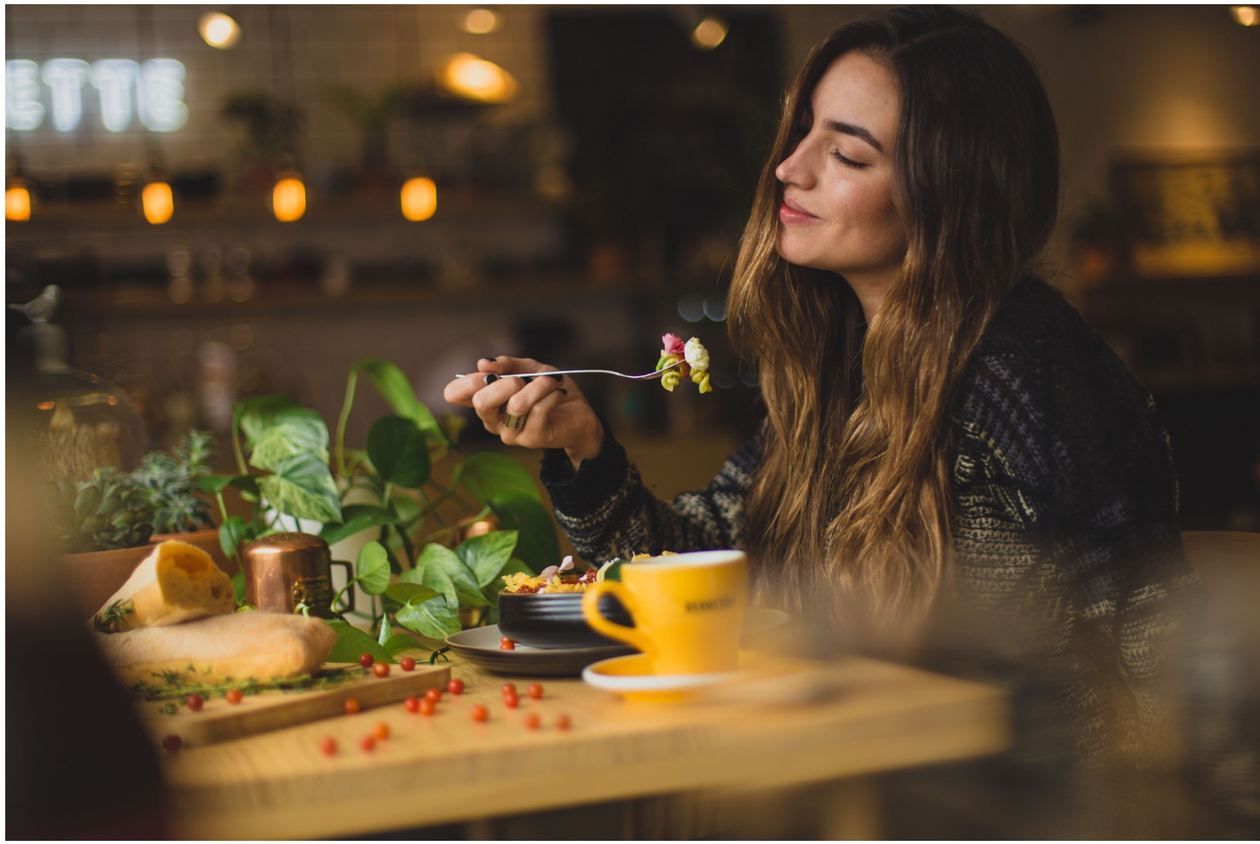
Catering to a whole food, plant-based dietary pattern is sustainable, wise and extremely profitable.

Research shows that customers are more willing to purchase conscious products and services that are healthier for themselves, their families, and the planet.

THE END RESULT

HAPPY CUSTOMERS

Conscious consumers expect more than tossed salads or steamed vegetables— they are looking for great restaurant experiences with health promoting, satiating,, and delicious meals made with sustainable, unprocessed, and fresh ingredients.



THE END RESULT

BETTER CHEFS

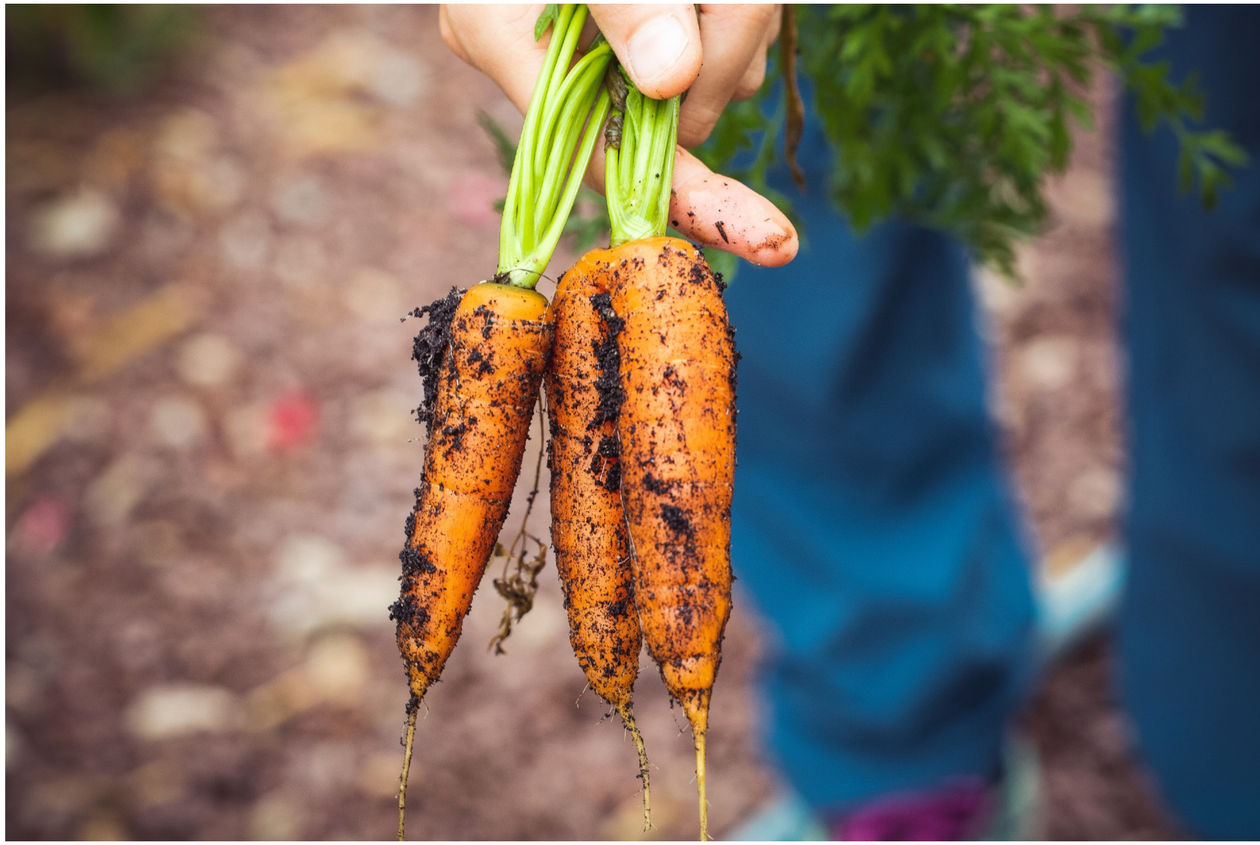
Versatile chefs can increase the profits of their restaurants while improving the quality of their customers lives.

The new market wants food *grown*, not *born*. Our expertise will help ensure your recipes or entire menu are a complete success!

THE END RESULT

HEALTHIER PLANET

The food system is responsible for a quarter of all greenhouse gas (GHG) emissions, of which up to 80% are associated with livestock production. It occupies about 40% of the Earth's surface and uses 70% of all freshwater resources.



CERTIFICATION CRITERIA

Whole Food
Must be unprocessed and from unrefined plants.

Plant-Based
Must be derived from plants, including vegetables, whole grains, nuts, seeds, legumes, and fruits that have been minimally processed or refined.

Vegan
Must not contain any animal elements (e.g. beef, fish, fowl), or animal by-products (including dyes from insects), eggs or egg products, milk or milk products, honey or honey bee products, or be clarified or finished with any animal products.

Oil-Free
Must not contain any added oils.

Cholesterol-Free
Must not contain any cholesterol.

Organic
Must not contain pesticides, chemical fertilizers and dyes, and may not be processed using industrial solvents, irradiation, or genetic engineering.

GMO-Free
Must not contain any ingredients or come from seeds that have been genetically engineered.

Chemical-Free
Must not contain any synthetically-derived ingredients.

Additive-Free
Must not contain any of the following:
- Aspartame (E951), more popularly known as nutrasweet and equal, often found in foods labeled "diet" or "sugar-free"
- High fructose corn syrup
- Monosodium glutamate (MSG/ E621)
- Trans fats
- Common food dyes (FD&C)
- Sodium sulfite (E221)
- Sodium nitrate and sodium nitrite
- BHA and BHT (E320)

Colorant-Free
Must not contain any dye, pigment, or substance that imparts color when added to food or drink; note: foods found in nature that naturally can transfer color are acceptable (e.g. beets, turmeric)

Metal-Free
Must not contain any soft or heavy metals such as aluminum, copper, or mercury.

Toxin-Free
Must not include any of the listed substances from the Food Toxin List.

Added Sugar

> Health Guideline:
Milligrams (mg) of sugar should be less than 5% of total calories per day.
[Sugar = 0% - <5% of total calories per day]

Whole foods provide adequate amounts of calories from natural occurring sugars, therefore, a nutritional pattern **void [=0%] or limited to <5%** of total energy intake coming from added sugars is recommended.

Sugar in Recipes and Meal Preparation:
Non-processed or minimally processed plant sweeteners such as date paste, molasses, agave, or maple syrup are allowed during meal preparation within the guideline provided.

Plant sweeteners can be consumed by lightly adding/dashing/sprinkling it over a served dish or meal within the guideline provided.

Added Sodium

> Health Guideline:
Milligrams (mg) of sodium should be around 1600mg per day.
[Sodium = 1600mg per day]

A plant-based diet provides between 400-600mg of sodium daily from natural occurring sodium. Adding a **daily maximum of ½ teaspoon** of salt, or 1 Tbsp miso, tamari, or soy sauce adds about 1000mg of sodium per day, which keeps total intake in the range of 1600mg per day.

Sodium in Food Products:
Milligrams (mg) of sodium should be less than the total calories per serving. [Sodium = <0.1g : 100g]

Sodium in Recipes and Meal Preparation:
Foods should be flavored with spices, vegetables, and herbs in place of salt during the cooking process.

Whole food derived spices such as tamari, miso, liquid aminos, coconut aminos, and nutritional yeast are allowed during meal preparation within the guideline provided.

Salt should be consumed by lightly sprinkling it over a served dish or meal within the guideline provided.

WHOLE PLANT-BASED **VS.** VEGAN

- Includes whole foods such as vegetables, fruits, whole grains, legumes, nuts, and seeds
- Excludes processed foods and added oils
- Free (or very low) in sugar and salt
- Excludes animal foods
- Concerns itself with food sources, agriculture, and sustainability
- It's a lifestyle based on scientific-evidence for human and planetary health

- Includes whole *and* processed foods that are free of animal-derived ingredients
- Includes added oils
- Includes added sugar and salt
- Excludes animal foods
- It's not a diet but a philosophy based on animal rights and the ethical treatment of animals

WFPB = WHOLE, PLANT-BASED, VEGAN, ORGANIC, NON-GMO

WHAT YOU GET

Expert advice from world-renowned chefs and experienced wfpb recipe developers

Plant-based Substitutions for Common Foods
+
Toxic Ingredients
+
Foods To Avoid
+
Meal Planning

WFPB Seal of Approval from WFPB.ORG
+
Certification Decal
+
Certification Menu or Diploma

Certification announcement on WFPB.ORG
+
Naked Food Magazine social outlets

Mention in Naked Food Magazine's printed
+
digital editions

GET CERTIFIED TODAY.

To learn more about the certification process or start a product evaluation, please submit an inquiry form or email us at certification@wfpb.org.

Our Client Services team is ready to answer any questions you may have and provide materials to assist in the process.

WFPB.ORG is an independent, non-partisan, non-profit organization that empowers sustainable health for humans and planet through a plant-based lifestyle.

POWERING A SUSTAINABLE HUMANITY ™