



# FOOD

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product certification criteria

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# WELCOME.

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

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





## **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

### > **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 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

### > **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 1/2 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:**

Salt, Sea salt, and whole food derived spices such as tamari, miso, liquid aminos, coconut aminos, and nutritional yeast are allowed within the guideline provided.

Foods should be flavored with spices, vegetables, and herbs in place of salt during the cooking process. Salt should be consumed by lightly sprinkling it over a served dish or meal within the guideline provided.






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To learn more about the certification process or start a product evaluation, please submit an [inquiry form](#) or email us at [certification@wfpb.org](mailto:certification@wfpb.org).

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







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