



CERTIFIED
WFPB
FOOD

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 or insect elements (e.g. beef, fish, fowl, crickets), or animal byproducts (including dyes and flours from insects), eggs or egg byproducts, milk or milk byproducts, honey or honey bee products, or be clarified, filtered, or finished with any animal products or techniques that utilize animal products or byproducts.

Oil-Free

Must not contain any added oils.*

*Products containing oils may classify as 4-star WFPB. Palm oil is not permitted.

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 synthetic 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. 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 document.

Added Sugar

Must not contain processed sugar or sweeteners. Added plant sweeteners from whole foods or plants such as dates or figs, molasses, rice, agave, cane (muscovado), or maple are allowed.

> Health Guideline:

Milligrams (mg) of sugar should be less than 5% of total calories per day.

[Sugar = Max <5% 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:

Mineral salts or sea salts (such as black and pink Himalayan or Celtic salts), whole food derived spices such as tamari, miso, liquid aminos, coconut aminos, and nutritional yeast, are allowed during meal preparation within the guideline provided.

Foods should be flavored with spices, vegetables, and herbs in place of salt during the cooking process.

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

The background features a collection of green leaves of various sizes and shapes, some with detailed vein patterns. These are interspersed with faint, light-green outlines of similar leaves, creating a layered, naturalistic effect. The overall color palette is dominated by different shades of green against a white background.

GET CERTIFIED TODAY.

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

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



WFPB.ORG is the Whole Food, Plant-based initiative that empowers conscious and comprehensive health for humans and planet through a plant-based lifestyle.