



MEDIA & CONTENT

certification criteria

All Rights Reserved. Copyright @ WFPB.ORG 501(c)3 Public Charity
The WFPB Certification Seal is a Registered Trademark.

WELCOME.

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

There may be subjects that would not be acceptable; those would be determined once your information is reviewed.



The WFPB seal on media and content encompasses entertainment, advice, education, information and empowerment of a comprehensive plant-based lifestyle that is healthful, kind, conscious, compassionate, and sustainable as a whole. The general message is an example for viewers/readers/audience and therefore it should be coherent and aligned with values and principles for a better and more awakened world.

Includes books, cookbooks, magazines, TV and radio programs, motion picture films, short films, videos, documentaries, media, websites and blogs, conferences, courses, classes, and other media.

Wholistic.

Must encourage and promote a integrative, cohesive, and sustainable

lifestyle for humans and planet which includes but may not be limited to physical, emotional, mental, and spiritual wellbeing.

Independent.

Must not support globalist, corporate or governmental agendas, or private companies with links of dubious origin.

Must promote and stand for health and medical freedom and human (and animal) liberation as the basis for sovereignty and truth for humans, planet and animals.

Plant-Based.

Must encourage the consumption of a low-fat, whole food, plant-based diet without added sugars and fats, as well as other basic lifestyle habits such as stress reduction, physical exercise, sleep, and positive support systems.

Vegan.

Must embody non-violence (ahimsa) respect, kindness, and compassion toward animals— and humans alike.

Organic.

Must encourage an organic lifestyle void of pesticides and toxins for humans and planet.

GMO-Free.

Must encourage the consumption of products that come from seeds that have not been genetically engineered.

Conscious.


Must encourage a caring mind-set for the planet and its natural resources, a zero-waste lifestyle and empower reducing, reusing, recycling, and upcycling of renewable sources.



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.