



MEDIA & CONTENT

service 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 stands for educational information and empowerment of a plant-based lifestyle that is vegan, kind, conscious, compassionate, and sustainable as a whole.

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

Whole.

Must encourage and promote a integrative and sustainable lifestyle for humans and planet.

Plant-Based.

Must encourage an oil-free plant-based lifestyle

Vegan.

Must embody respect, kindness, and compassion toward animals.

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.

Sustainable.


Must encourage 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 [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™