

Plantricious

Guidelines, Rules and Processes



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Plantricious Guidelines, Rules and Processes

I. Introduction

Plantricious is the ONLY certification for plant-nutritious foods, whose guidelines were created and endorsed by the healthcare experts leading the “food as medicine” movement, specifically to help consumers differentiate the plant-nutritious foods they are prescribing, from the rest.

These Certified Plantricious and Plantricious Friendly Guidelines define Plantricious as the new food category for prepared and packaged plant-nutritious foods and recipes. The Guidelines are based upon best available scientific evidence suggesting that a more plant-nutritious diet is the most healthful and as well as disease-fighting. The Guidelines were created and are endorsed by the nation’s most respected medical experts leading the “food as medicine” movement.

We do this to provide *truth, transparency, and consistency* in the labeling of prepared and packaged plant-based foods because not all plant-based foods are created equal. Foods labeled vegan, vegetarian, and plant-based can be misleading. They are assumed healthful, but more often than not they are highly processed, high in sodium, contain added processed sugars, oils, artificial additives, and preservatives, and are low in fiber and other nutrients.

The leading cause of the most prevalent chronic illnesses in the U.S., such as heart disease, obesity, and Type 2 diabetes, is our standard American diet. Overwhelming scientific evidence shows that a diet rich in whole food plants can prevent, halt, and even reverse these all-too-common diseases plaguing America. Plantricious was created to help make healthy plant-nutritious choices easier to find.

The Plantricious Guidelines are a simple but meaningful set of criteria based upon the ingredients in (or not in) a product or recipe, and its nutrition, specifically the ratio of sodium (mg) to calories and total fiber (g) to calories. The Certified Plantricious and Plantricious Friendly Seals can be found on minimally processed prepared and packaged plant-based prepared and packaged plant-nutritious foods.

The **Certified Plantricious** Guidelines and Seal set the bar for what it means to be a truly healthful prepared or packaged plant-nutritious food. It is the “Trusted seal for plant-based nutrition.”

The **Plantricious Friendly** Guidelines and Seal were created to identify those foods that, although do not meet all of the requirements of a Certified Plantricious food, they may be used as ingredients in or with a Certified Plantricious food. Plantricious Friendly foods may include, but are not limited to, condiments, fermented foods, soups, sauces, beverages, dressings, and marinades. Plantricious Friendly foods are not intended to be complete meals on their own.

Plantricious welcomes questions or comments regarding our guidelines and certification process. Please forward all inquiries to info@plantricious.com. We look forward to you joining us as a Plantricious Partner!

II. Definitions

a. Whole Food Plant-Based – Food that is comprised of ingredients-as-grown: vegetables, fruits, whole grains, beans, chickpeas, legumes, herbs, spices, seeds, and nuts. They contain no animal products (i.e., meat, dairy, eggs, or honey).

b. Minimally Processed – Foods or ingredients that are processed in a manner that does not fundamentally alter their nutritional value. Acceptable forms of minimal processing include, but are not limited to, cutting, mashing, grinding, freeze drying, dehydrating, marinating, poaching, steaming, boiling, braising, stewing, roasting, searing, sautéing, broiling, fermenting, or stir-“frying” without oil.

c. Artificial Additives and Preservatives – Substances that are highly processed and may or may not be derived from whole food plants. They are most often used to improve flavor, texture, or shelf life. Examples include, but are not limited to, ascorbic acid, calcium sorbate, sodium nitrate, bêta-carotene, carrageenan, MSG, soy lecithin, and mono and diglycerides.

III. Scope

a. Products/Formulas – Products/Formulas (“Products”) compliant with Plantricious Certification must meet or exceed the minimum requirements of the Plantricious Guidelines. Products certified under these guidelines may be single ingredients or multi-ingredient formulations and may be sold in non-retail and/or retail forms.

- 1. Must be Whole Food Plant-Nutritious (WFPN) and contain no animal products** – WFPN foods maximize fiber and nutrient value using whole, unrefined, or minimally processed plants. Plantricious Certified Products contain no animal products (i.e., no meat, dairy, eggs, or honey). Scientific evidence supports that a predominantly WFPB diet may help prevent, treat, or reverse the leading causes of death in the nation.
- 2. May be minimally processed** – Minimally processed plant-nutritious foods are processed in a manner that does not fundamentally alter their nutritional value. Acceptable forms of minimal processing include, but may not be limited to cutting, mashing, grinding, dehydrating, freeze-drying, freezing, marinating, pickling, poaching, steaming, boiling, braising, stewing, roasting, searing, sautéing, grilling, broiling air “frying” and stir “frying” without oil.
- 3. No added oil** – Certified Plantricious foods may not contain any added oils, including those processed from plants. Oils are low in nutrients, contain no fiber, high in calories and are 100% fat. You can get all the oils you need to survive from whole food sources like nuts, avocados, and seeds. Plantricious Friendly certified foods may contain residual amounts of 100% pure plant oil of up to 3% of that type of oil when used as a necessary processing aid or to enhance the food experience.
- 4. No added sugars** – Plantricious Certified foods may not contain any added refined or processed sugars or sweeteners. Sugars found naturally in whole food plants such as dates, apples, and bananas are acceptable. Refined sugars lack the nutrients and fiber of their whole food counterparts. Fiber is key to stabilizing blood glucose levels and helps aid digestion, preventing fatty buildup in your body.

5. **No artificial additives or preservatives** – Evidence shows that some artificial additives and preservatives can lead to health hazards in the long term. Examples of unacceptable additives and preservatives include, but are not limited to, Guar gum, Gellan gum, Cellulose gum, Soy lecithin, and Erythritol.
6. *** Sodium: Calories, 1mg \leq 1 calorie** – More than 75% of our daily sodium comes from processed foods in our diet. According to the American Heart Association we should eat no more than 2,300 mgs of sodium per day, with an ideal limit of no more than 1,500 mg for most adults.
7. *** Total fiber: Calories, 2g \geq 100 calories** – Scientific evidence supports the lack of fiber contributes to constipation, increased metabolic syndrome, obesity risk, inflammation, and heart disease. 97% of Americans are deficient in fiber. The average American gets only 15g of fiber a day. The Institute of Medicine recommends 14g of fiber per 1,000 calories daily (1.4g: 100 cal.). WFPB diets generally provide an estimated 50-70+ grams of fiber daily (25-35 grams per 1,000 calories or 2.5g -3.5g: 100 cal.). The Plantricious fiber requirement is meant to set the bar for fiber in prepared and packaged foods in an attempt to help remedy this deficiency.

*** Applies only to Certified Plantricious Products only.**

b. Acceptable ingredients

Ingredients with demonstrated health benefits – Any additions to food that have been demonstrated through human clinical research to provide a health benefit are allowed, such as probiotics, FDA dietary fibers, essential nutrients, etc. These additions can also include certain sweeteners that are not added sugar yet enhance the sweetness of food.

Ingredients Used to Enhance the Food Experience at \leq 5% – Ingredients not of plant or animal origin may be allowed if they do not exceed 5% of the formula (not including salt and water). This ensures that certified foods are a majority food, plant-based (with plant goodness), and have a minimal amount of ingredients, like baking soda, natural colors, flavors, etc., to enhance the food experience.

IV. Verification, Certification, and Testing

a. Verification Process – Plantricious Certification is third-party verified through Food is Good (“FIG”).

- To apply for certification, visit the Plantricious website and click on the “Get Certified” button and complete the form.
- Application fee is required and non-refundable. (See fee schedule listed in the application process.)
- Verification process may take up to 14 days.

- Once verified, applicant will be notified of certification status of each formula entered and will be sent a Welcome Packet to assist in making the most of the Plantricious Certification and Seal.
- Renewal of Certification and Seal licensing will occur annually one year from the date of signing the Licensing Agreement.

b. Method – Each product/formula submitted will be evaluated by FIG for its ability to meet either the Certified Plantricious or Plantricious Friendly Guidelines. Evaluation of the ingredient list and nutrition facts with the Plantricious Guidelines are used to determine certification.

c. Surveillance/ Random Testing – Plantricious and trained volunteers shall conduct random sampling of Products as an additional level of assurance.

- Plantricious Partners with certified Products shall cooperate with all related requests.
- Plantricious has the right to perform random testing on any Products through third-party testing services, including FIG, to ensure that Products meet the provisions outlined in the Agreement.
- Plantricious will add all certified and qualified Products to the Plantricious and FIG databases.

V. Claims and Labeling

a. Applicability – Any Plantricious Partner (which includes Brand Partners) with Certified Plantricious or Plantricious Friendly Certified Products may make a relevant claim as it applies to those certified recipes or products only. Plantricious determines the relevance of all claims beyond those specifically identified in the most up to date Plantricious Style Guide. Plantricious Seals may not be displayed until products/formulas have been certified and the License Agreement for Plantricious Certification has been signed.

b. Logo/Seal Use on Product Claims and Related Marketing

Information – All claims, labels, and related sales materials must be reviewed and approved in writing by Plantricious in advance of their release for marketing purposes.

- Any promotional, sales, or other descriptive language referring to the guarantee afforded by the Certification to the Guidelines shall avoid using misleading claims.
- Plantricious may allow certain additional claims that result from the verification afforded by the Guidelines, for example, “vegan,” “animal product free,” or “dairy free.” Plantricious shall determine the validity of any such claim on a case-by-case basis.

VI. Quality Assurance

a. Quality Management System – Plantricious Partners with Certified Products shall execute a quality assurance and quality control program as needed to assure compliance with the Plantricious Guidelines. Conformity with the requirements of the Plantricious Partner’s own quality management system and the Guidelines shall be checked on an ongoing and/or as-needed basis, as appropriate to ensure Products certified under these Guidelines consistently meet the Guideline requirements. Documentation of this checking and its corresponding follow-up shall be documented by the Plantricious Partner.

b. Corrective Actions – Non-conformities in processes, procedures, inputs, or products which would impact compliance with the Guidelines shall trigger corrective actions.

Major nonconformities are defined as those that indicate a non-compliant ingredient or product (one that does not meet the Certified Plantricious or Plantricious Friendly Guidelines) has been included in the Certified Products. Each major nonconformity shall be reviewed at the time of occurrence and documented, including, but not limited to:

- Corrective measures to address the immediate problem;
- Root-cause analysis;
- Remedial measures undertaken to avoid recurrence; and
- Removal of Certification Seal on all affected recipes or products for repeated nonconformities.

Minor nonconformities are defined as instances where Certified Product compliance is not affected (i.e., there was a compliant ingredient addition or substitution added to the Product) but where improvements or substitutions (in case of lack of availability) are needed to fully meet the letter and intention of the Guidelines. Minor nonconformities shall be documented and followed up on at least a periodic basis as specified in the Quality Management System.

VII. Documentation Requirements

a. Plantricious Brand Partner – To submit products/formulas for Plantricious Certification you must complete the online Plantricious Certification process along with the appropriate fees. In addition, documents are required for each of the below.

b. Products – An ingredient list and nutrition facts label are required for each individual product seeking certification. The nutrition facts label must be in compliance with the U.S. Food and Drug Administration (“FDA”) updated Nutrition Facts label requirements found [here](#).

e. Complaints – All complaints received about Products especially concerning actual detection or suspicion of noncompliant ingredients or preparation of Products, must, at a minimum, be logged in summary fashion, and be submitted to Plantricious upon request. The submission should include the following:

- Name of complaining party;
- Date complaint was received;
- The nature of the complaint;
- The response by the Plantricious Partner to the complaint; and
- Any corrective actions that were made.

d. Retention and Availability – All documents involved in demonstrating compliance with these Guidelines shall be retained by the Plantricious Brand Partner for a minimum of five years from the date of their generation. Records must remain sufficiently accessible and legible and available for review upon request by Plantricious personnel.

VIII. Inspection and Verification

a. Frequency – Frequency of certification of Products and Seal licensing is valid for a one-year cycle, the anniversary date of the expiry of the certification being on the date that the initial certification is granted.

b. Application – Initial application for Certification must include all information requested by Plantricious for review before Certification is approved. Certified Product information shall be updated annually, within four (4) weeks of the anniversary date to allow third-party verification to make relevant review.

c. Product Changes – Any changes to Certified Products must be re-submitted and re-named as to not cause confusion between the original certified version of the recipe and the changed version. Changes include, but are not limited to, ingredient substitutions, brand/product substitutions, or measurements.

d. Plantricious Guideline Updates – The Certified Plantricious and Plantricious Friendly Guidelines may be updated should scientific evidence emerge demonstrating that an ingredient or nutrition requirement poses harm to human health. Plantricious reserves the right to request that companies comply with the newly stated guidelines before any certification is renewed. The Certified Plantricious and Plantricious Friendly Guidelines also may be updated should scientific evidence demonstrate that ingredients, that are currently disallowed, and now deemed to be “safe” or nutrition standards change.

e. Surveillance – Plantricious helps insure the credibility of its Certification by ongoing surveillance of Plantricious Partners and their certified Products in the marketplace. Plantricious Partners with certified Products shall cooperate with all reasonably related requests, including, but not limited to:

- Plantricious has the right to perform random testing on any Products including through third-party testing services like FIG, to ensure that Products meet the provisions outlined in the Agreement;
- Receiving and cooperating with inspectors at unannounced visits;
- Providing additional information requested by certification staff; and
- Responding to nonconformities Plantricious raises through its market surveillance or receipt of information from various sources.