

Plantricious Ilc Plantricious Guideline Standards



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Plantricious Guideline Standards

I. Introduction

The Certified Plantricious™ and Plantricious Friendly™ guidelines define Plantricious as new food category for prepared and packaged plant-based foods and recipes. The guidelines are based upon best available scientific evidence suggesting that a more plant-nutritious diet is the most healthful and disease-fighting diet. The Guidelines were created and endorsed by the nation's most respected medical experts advocating plant nutrition for optimum health.

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. With over 50% of the population looking to eat more plant-based foods for health reasons, the Certified Plantricious seal is the “trusted seal for plant-based nutrition”. The Plantricious Friendly Guidelines 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 recipe or food. Plantricious Friendly foods may include but are not limited to condiments, fermented foods, soups, sauces, beverages, dressings and marinades.

The Guidelines are a simple but meaningful set of criteria based upon the ingredients in (or not in) the product or recipe and its nutrition, specifically the ratio of sodium (mg) to calories and total fiber (g) to calories. The seal can be found on minimally processed prepared and packaged plant-based foods and recipes found in restaurants, on shelves and online. The Certified Plantricious Guidelines sets the bar for what it means to be a truly healthful prepared or packaged plant-nutritious food.

Plantricious, llc welcomes questions or comments regarding our guidelines and certification process. Please forward all inquiries to info@plantricious.com.

Thank you,

The Plantricious Team

II. Definitions

a. Whole Food Plant-Based - It is a 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. (meat, dairy, eggs, 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, stir-“frying” without oil.

c. Artificial Additives and Preservatives - These are 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, mono and diglycerides.

III. Scope

a. Products - Products compliant with this certification must meet or exceed the minimum requirements of the guidelines. Products certified under these Guidelines may be single ingredients or multi-ingredient formulations. They may be sold in non-retail and/or retail forms.

- 1. Must be whole food plant-based (WFPB) and contain no animal products** – WFPB foods maximize fiber and nutrient value using whole, unrefined or minimally processed plants. Plantricious products contain no animal products (no meat of any kind, dairy, eggs or honey). Plants have no cholesterol. The 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-based 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** – Plantricious foods may not contain any added oils including those processed from plants. All oils can contribute to arterial damage and heart disease. They 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.
- 4. No added sugars** – Plantricious foods may not contain any added refined or process sugars or sweeteners. Sugars found naturally in whole food plants such as dates, apples and bananas are acceptable but not limited to. 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, chicory root inulin, Soy lecithin, and Erythritol.

6. * **Sodium: Calories, 1mg ≤ 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, 3g ≥ 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 a 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 Foods.**

IV. Review and Testing

a. Review Process - The applicant must be a registered Plantricious Partner to submit recipes or products for certification.

Become a Plantricious Partner

(Download and complete the required application documents and payment)

- a. Declaration for Certification of Recipes and Products
- b. Disclosure Agreement
- c. Partner Application
- d. Submit Partner application with Payment
- e. Once your payment has been received you will be issued your Plantricious Partner login information

Get Certified

(Complete the Recipe/Product Certification Application form)

- a. Login to your Partner account
- b. Complete the appropriate certification form for either products or recipes
- c. Submit form

The Approval Process

- a. Once we have received your product/recipe certification application, allow for 4-6 weeks for review and processing.
- b. Once the review process has been completed we will notify you of which products/recipes have received certification and a licensing contract will be sent.
- c. After the signed contract has been received, we will send you access and instructions on using the seals.

b. Method - Each recipe and product will be evaluated for its ability to meet the Certified Plantricious Guidelines. Evaluation of the ingredient list and nutrition facts as complies with the Certified Plantricious Guidelines are used to determine certification.

c. Surveillance/ Random Testing – Plantricious, llc and Plantricious Pioneers (trained volunteers) shall conduct random sampling of recipes and products as an additional level of assurance.

- Plantricious Partners with certified recipes and/or products shall cooperate with all related requests
- Plantricious has the right to perform random testing on any Product, including through third-party testing services, to ensure that Products meet the provisions outlined in the Agreement.
- Plantricious will add all of the Company’s certified and qualified Products to the Plantricious database (if such Products are not already rated in the database).

V. Claims and Labeling

a. Applicability - Any Plantricious Partner with Certified Plantricious or Plantricious Friendly recipes or products may make relevant claim as applies to those certified recipes or products only. Plantricious, llc determines the relevance of all claims beyond those specifically identified in the Plantricious Style Guide. Plantricious seals may not be displayed until product(s)/recipe(s) have been certified and a licensing contract 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, llc 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, llc may allow certain additional claims that result from the verification afforded by the Guidelines, for example “vegan”, “animal product free”, “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 Recipes and Products shall execute a quality assurance and quality control program as needed to assure compliance with the Guidelines. Conformity with the requirements of the Partner’s own Quality Management System and the Guidelines shall be checked on an on an ongoing and/or as needed basis, as appropriate to insure products certified under these Guidelines consistently meet the Guideline requirements. Documentation of this checking and its corresponding follow-up shall be documented.

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 recipe or product. 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 or recipe compliance is not affected, (ie: a compliant ingredient addition or substitution) 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 Partner - To submit recipes or products for Plantricious certification you must first register as a Plantricious Partner and complete, sign and submit the Declaration of Certification of Recipes & Products and Disclosure Agreements located at Plantricious.com along with the appropriate fees. In addition, the following documents are required for each of the following.

b. Recipes – An ingredient list and nutrition facts label and the brand/email address of the nutrition fact calculator being used is required for each recipe certification submission.

c. Products - An ingredient list and nutrition facts label and the brand/email address of the nutrition fact calculator being used is required for each recipe certification submission.

e. Complaints – All complaints received about recipes or products/ or services – especially concerning actual detection or suspicion of noncompliant ingredients or preparation of recipes or products, must, at minimum be logged in summary fashion, showing at least the following:

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

d. Retention and Availability - All documents involved in demonstrating compliance with these Guidelines shall be retained by the certified operation 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, Ilc personnel.

VIII. Inspection and Verification

a. Frequency – Frequency of certification of recipes and products differ as indicated below.

Recipes – Certification is valid for a one-year cycle, the anniversary date expiry of the certification being on the date of the enrollment of the operator as a Plantricious Partner.

Products – Certification 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, llc for review before certification is approved. The certified product information shall be updated annually, within 4 weeks of the anniversary date to allow Plantricious, llc to make relevant review.

c. Recipe and Product Changes - Any changes to a certified recipe whose entire recipe has been made public, 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 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, llc 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, llc helps insure the credibility of its certification by ongoing surveillance of Plantricious Partners and their certified recipes and products in the marketplace. Plantricious Partners with certified recipes and/or products shall cooperate with all related requests, including but not limited to:

- Plantricious has the right to perform random testing on any Product, including through third-party testing services, 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, llc raises through its market surveillance or receipt of information from various sources.