

Plantricious LLC

Plantricious Guideline Standards



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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. The Guidelines were created and are 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, Certified Plantricious serves as the differentiator between the plant-nutritious and the merely plant-based. 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 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.

The Plantricious 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 prepared and packaged foods. Certified Plantricious sets 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."

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/ Menu Items – Products /menu Items compliant with Plantricious certification must meet or exceed the minimum requirements of the guidelines. Products /menu Items 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-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. 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, 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, 2g ≥ 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.**

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. This can also include certain sweeteners that are not added sugar yet enhance the sweetness of food.

Ingredients Used to Enhance the Food Experience at ≤ 5% – Ingredients not of plant or animal origin may be allowed if it does 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. Submission, Review and Testing

a. Submission and Review Process - The review process takes place on line at Plantricious.com. It includes 3 simple steps.

Step 1

Create a your Plantricious Account

- a. Select your category (type of business)
- b. Add the free “Get Started Kit” to your cart to set up your account.
- c. Submit and save unlimited certification applications from your account dashboard

Step 2

Download/ Upload the completed required documents

- a. Disclosure Agreement
- b. Declaration of Certification of Products/Menu Items
- c. Mutual Confidentiality Agreement

Step 3

Submit your products/menu for review for certification.

- a. Once we have received your product/recipe certification application allow for up to 4-6 weeks for review and processing.
- b. Once the review process has been complete you will be notified which of the submitted products/menu items have received certification and a licensing contract will be sent with an invoice for licensing.
- c. After the signed contract and payment have been received, we will send you access and instructions on using the seals.

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

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

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

V. Claims and Labeling

a. Applicability - Any Plantricious Partner with Certified Plantricious or Plantricious Friendly products/ menu items 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 products/ menu items 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 products/ menu items 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/ menu items 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 products/ menu items. 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. Menu Items – 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 products/ menu items or services – especially concerning actual detection or suspicion of noncompliant ingredients or preparation of products/ menu items, 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, LLC personnel.

VIII. Inspection and Verification

a. Frequency – Frequency of certification of products/ menu items 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. Product/Menu Item Changes - Any changes to certified products/ menu items whose 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 products/ menu items in the marketplace. Plantricious Partners with certified products/ menu items shall cooperate with all related requests, including but not limited to:

- Plantricious has the right to perform random testing on any products/ menu items, including through third-party testing services, to ensure that products/ menu items 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.