



CERTIFIED PALEO

Program Standards and Specifications

1. Certified Paleo

The Certified Paleo Requirements for Grain-Free, Legume-Free, Dairy-Free, Artificial Coloring, Artificial Preservatives, Artificial Sweeteners and Artificial Flavor Enhancers-Free Products are outlined herein. These standards apply to all products certified by The Paleo Foundation for the Certified Paleo Program. Only certified Products following these standards are explicitly given the rights to use Certified Paleo logos, trademarks, certification marks, or other design marks hereinafter referred to as “Certified Paleo label”.

1.1 Applicability

The Certified Paleo label was developed and trademarked by the The Paleo Foundation to identify food products that meet the standards of the paleo diet. The Certified Paleo™ Label is a certification mark registered with the U.S. Trademark and Patent Office, and its use is only permitted by those who have entered into a contractual agreement with The Paleo Foundation. The Certified Paleo™ Label was designed to establish an easily identifiable mark indicating that a product has met the strictures of a paleo diet template and merit use of the Certified Paleo Label. Certified Paleo requirements may be amended periodically based on current research.

1.2 Guidelines

1.2.1

The Certified Paleo label is allowed to be used on packaging, promotional materials, point of purchase materials, websites, sales literature, banners, company stationery, and other advertising materials. Use of the Certified Paleo label must comply with the guidelines as outlined in this document. If a company wishes to present the logos in a manner other than as described in Statement of Use Guidelines, The Paleo Foundation must approve the request and give permission in writing to the Producer.

1.2.2

Producers may display the Certified Paleo™ label only on products that have been certified by The Paleo Foundation.

1.2.3

Producers must have a contractual agreement with The Paleo Foundation to use the Certified Paleo label.

1.2 Guidelines CONTINUED

1.2.4

Producers may only use the trademark on company stationery if the entire product line has been audited and certified Certified Paleo.

1.2.5

If the entire product line has been audited and certified Certified Paleo, Producers may display the Certified Paleo label on their entire website.

1.2.6

If the entire product line was not certified, the Certified Paleo label may appear on a page containing audited and certified Certified Paleo products only.

1.2.7

Products that have not been audited and certified Certified Paleo are not permitted to appear on the same page as the Certified Paleo label, as this could be misleading to consumers.

1.3 Use of the Certified Paleo™ Label

1.3.1

To complete the application process, the applicant must sign an affidavit stating that all answers and statements provided in their application were true to the best of their knowledge.

1.3.2

Use of the Certified Paleo™ label is only permitted after audit and certification by The Paleo Foundation of the applicant's farm or ranch.

1.3.3

Certified Paleo retains the right to make unannounced visits to applicant's commercial kitchen, manufacturing plant, or processing center to verify that all Certified Paleo Requirements are continuously being met.

1.3.4

Certified Paleo retains the right to inspect the applicant's products to verify that all Requirements are met.

1.3.5

Use of The Certified Paleo label for any product which does not meet each of the Certified Paleo Requirements, has not been audited, or has not been given explicit permission is strictly prohibited.

1.3.6

Misuse of The Certified Paleo™ Label will result in immediate suspension of the agreement and/or prosecution.

1.3 Use of the Certified Paleo™ Label CONTINUED

1.3.7

The Certified Paleo label must be :



- ① Upright
- ② Complete
- ③ Clearly Visible

2. Grain-Free

2.1

All Products should not contain grains and be **grain free** to be eligible for use of the Certified Paleo label. Disallowed Grains include, but are not limited to:

| Grains | Pseudo-Grains |
|---|-----------------------------|
| Barley, Rice, Bulgur, Kamut, Oats, Spelt, Teff, Wheat, Wheat Berries, Triticale, Corn, Hominy, Rye, Sorghum | Amaranth, Quinoa, Buckwheat |

3. Legume-Free

3.1

All Products must not contain legumes to be eligible for use of the Certified Paleo label. Disallowed Legumes include but are not limited to:

| Legumes |
|--|
| Beans, Lentils, Peas, Peanuts, Soy and Soy derivatives, Tempeh |

4. Dairy-Free

4.1

Certified Paleo Products should not contain dairy products to be eligible for use of the Certified Paleo label. For the purpose of this definition, eggs are not considered “dairy” products. This includes but is not limited to:

| Dairy | Exceptions: |
|--|------------------------------|
| Cheeses, Milk, Milk Derivatives, Yogurts, Cream, Evaporated Milk, Caseinates | Ghee from grass-fed animals. |

5. Artificial Coloring, Preservatives, and Artificial Sweeteners and Flavor Enhancers

5.1

Certified Paleo Products must not contain artificial coloring and preservatives to be eligible for use of the Certified Paleo label. This includes but is not limited to:

| Colorings | Preservatives | Artificial Sweeteners | Flavor Enhancers |
|---|------------------------------------|--------------------------|------------------|
| Coloring Derived from coal, tar, or petroleum | BHA and BHT | Aspartame | Glutamates |
| FD&C Blue No.1 | TBHQ | Potassium Acesulphame | Guanylates |
| FD&C Blue No. 2 | Propionic Acid and Propionates | Cyclamates | Inosinates |
| FD&C Green No. 3 | Sodium Ethyl Para Hydroxybenzonate | Synthetic Alcohol Sugars | |
| FD&C Red No. 40 | Hexamine, Tetramine | Corn Syrups | |
| FD&C Yellow No. 5 | Potassium Ferrocyanide | Acesulfame Potassium | |
| FD&C Yellow No. 6 | Ethoxyquin | Neotame | |
| Tartrazine | Quinolones | | |
| Caramel | | | |

5. Allowed Ingredients List

5.1

The following ingredients are eligible for use of the Certified Paleo label. They will be amended from time to time as necessary. These ingredients include, but are not limited to:

| Meats | Seafood | Fruits | Nuts |
|--|--|--|---|
| Certified Paleo Approved animals automatically accepted. Herbivores must be 100% grass-fed, forage-fed, and pastured. Omnivores should be pastured. USDA inspected, wild-harvested, wild-caught, or trapped animals allowed. | Must be Wild-Caught, with the exception of bivalves. | All fruits are allowed Dried Fruits, Fruit Juices, Berries | All true nuts are allowed |
| Oils and Fats | Flour | Milks | Sweeteners |
| Grass-fed and Pastured tallow, lard, and ghee. All nut oils including Avocado Oil, Olive Oil, Coconut Oil, High Oleic Sunflower Oil | All nut flours are allowed Sweet Potato flour, coconut flour, tapioca flour, arrowroot flour | All nut milks are allowed Hemp Milk, Almond Milk, Coconut Milk | honey, stevia, maple syrup, coconut sugar, coconut sap, coconut nectar, date sugar, fruit juice, date sugar, birch xylitol. |
| Vegetables | Roots and Tubers | Spices | Teas and Coffee |
| All vegetables Vegetable Juices Sea vegetables, Seaweed, Algae | All roots and tubers | All spices are allowed Sea Salts, Smoked Salts, Salt blends | All teas and coffee are allowed |
| Seeds | Chocolate | Fermented Foods | Miscellaneous |
| Sunflower seeds, chia seeds, mustard seeds | Cocoa Mass, Cocoa Butter, Dark Chocolate without cane sugar. | Vinegars, Sauerkraut, Kimchi, Kombucha, Kefirs. | Grass-fed Gelatin, Grass-fed Broths, Tapioca Maltodextrin |
| Stabilizers | Anti-Caking Agents | Mucilages | |
| Sunflower Lecithin Egg-Derived Lecithin, Gum Arabic, Xanthan Gum*, Lactic Acid, Citric Acid*, Ascorbic Acid* | Silicon Dioxide | Psyllium, Chia | |

* Source, Substrate, and Amount dependent

If you have any further questions regarding items on this list, or items that are not listed, please contact us at info@paleofoundation.org