

Plant Based Foods Association Certified Plant Based Claim Certification Program



Version 1, Issue 1

Published November 2018

Plant Based Foods Claim Certification Program

1 Background

The Plant Based Foods Association's mission is to promote the plant-based foods industry by removing obstacles to a fair and competitive marketplace for alternatives to animal ingredients and products.

1.1 Purpose

Products with this certification will be easily identifiable in the marketplace as alternatives to animal based products or products containing animal-derived ingredients.

1.2 Scope

This protocol specifies criteria that must be met in order for products to make a plant based claim. The plant based claim is based on the final product and not the process used to produce the product. Plant based food is defined as a finished product consisting of ingredients derived from plants that include vegetables, fruits, whole grains, nuts, seeds and/or legumes.

1.2.1 Products eligible for certification are food products that fit into the following categories and do not contain any animal-derived ingredients:

- 1) Tofu and Tempeh
- 2) Meat Alternatives to Beef, Pork, Chicken, Fish, etc.
- 3) Milk Alternatives
- 4) Other Dairy Alternatives:
 - Cheese
 - Yogurt
 - Ice Cream, Novelty and Frozen Desserts
 - Butter
 - Dips, Dressings and Sour Cream
 - Other Beverages
 - Creamers
- 5) Egg Substitutes and Mayo
- 6) Meals with meat or dairy alternatives (including pizza)
- 7) Additional product categories, as deemed acceptable by PBFA.



Plant Based Foods Claim Certification Program

1.2.2 Ingredients, not of plant or animal origin, are allowed for use in a “certified plant based” product as long as individually or combined they do not exceed 5% of the product formula (excluding water and salt). The following are approved ingredients under this section:

- Flavors and Colors
- Leavening Agents such as Baking Soda, Potassium Bicarbonate and Sodium Acid Pyrophosphate
- Acids such as Citric, Ascorbic, Lactic and Malic
- Gums such as Xanthan or Gellan
- Vitamins and minerals such as in enriched wheat flours
- Mined minerals such as Calcium Carbonate and Potassium Chloride
- Microorganisms such as probiotics and yeast
- Enzymes
- Proteins produced by biotechnology
- Additional ingredients as approved by PBFA.

1.2.4 The following product types are excluded from the scope:

- Products that are inherently plant based such as single ingredient vegetables, nuts, etc.
- Products that contain any amount of animal derived ingredient(s), including honey or casein
- Alcohol
- Tobacco products
- Dietary Supplements
- Pet Food

2 Terms and Definitions

Animal product – Any material derived from an animal or insect

Compliant – Produced in accordance with the protocol.

Evidence – Documents, records, test reports and other means that may be used to validate claims regarding origin and traceability.

Formula – A list of ingredients and their % composition in a finished product.

Ingredient – A component of the formula.



Plant Based Foods Claim Certification Program

Other Ingredients – An ingredient not derived from animals but acceptable for use in a Plant Based Foods Certified product (See Section 1.2.2).

Plant Based Food – Plant based food is defined as a finished product consisting of ingredients derived from plants that include vegetables, fruits, whole grains, nuts, seeds and/or legumes and meets the criteria specified in this protocol.

Certification – the official result of successful activities pertaining to compliance evaluations including certification request, desk audit, payment of fees, and any other necessary compliance evaluation activities.

Certified Entity — the business/company/facility/operation responsible for achieving and maintaining compliance with this certification program.

Certified Product — the finished packaged item for sale, which has been evaluated for compliance with this certification program.

Certification request – the initial inquiry made by the entity seeking certification for their product(s)

