



BEHIND THE LABEL: SUSTAINABILITY SEALS AND CERTIFICATIONS



WELCOME!



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Disclosures:
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REMINDERS



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**Presentation available at:
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LEARNING OBJECTIVES

- Identify front-of-pack seals and certifications that support environmental sustainability and fair and ethical labor practices
- Articulate the key criteria of different third-party sustainability seals and certifications
- Develop recommendations to help people consume a healthier, more sustainable diet that aligns with their values



ROADMAP

Why are sustainability seals and certifications important?

Which seals and certifications should you look for?

How can you eat more sustainably?



**WHY ARE SUSTAINABILITY SEALS
AND CERTIFICATIONS IMPORTANT?**



WHY IS SUSTAINABILITY IMPORTANT?





CLIMATE-FRIENDLY EATING IS ON THE RISE

RUNNER'S WORLD

What is the climatarian diet?

A group of doctors have come up with a new diet they say can help to reduce your CO2 by 1.5 tonnes a year

REALSIMPLE

Eat Like a Climatarian for a Healthy Planet and a Healthy You

epicurious

The Planet on the Plate: Why Epicurious Left Beef Behind

In an effort to encourage more sustainable cooking, we won't be publishing new beef recipes on Epicurious.



Eating Your Way to Net Zero: How to Eat to Save the Planet

The Atlantic

Your Diet Is Cooking the Planet

But two simple changes can help.



CONSUMERS ARE MAKING THE CONNECTION BETWEEN FOOD CHOICES AND THEIR IMPACT

60%

"It's very/somewhat important that the foods I buy or eat are produced in ways that are committed to the fair and equitable treatment of food workers."

79%

"I am changing my purchase preferences and behavior based on sustainability."

70%

"Reducing my own impact on the environment is **more important** because of the COVID-19 outbreak."

65%

"I will be more mindful about the impact of my overall consumption in my 'new normal'."

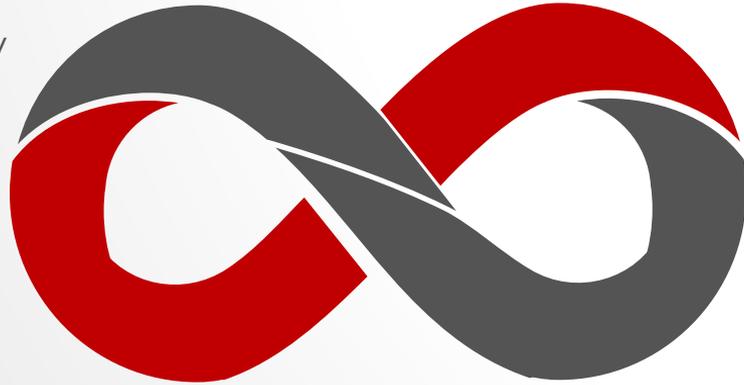
WHAT IS A SUSTAINABLE AND NUTRITIOUS DIET?

Socio-Cultural Health

- Worker Health & Safety
- Gender & Racial Equity

Planetary Health

- Carbon Footprint
- Food Loss & Waste
- Agri-Chemical Inputs



Human Health

- Nutritious Food & Diets
- Food Access & Affordability
- Food Safety

Economic Health

- Job Stability
- Living Wage



SEALS & CERTIFICATIONS CAN HELP IDENTIFY FOOD OPTIONS THAT IMPACT PEOPLE & PLANET

- Icons like these provide assurance on:
 - How the food was raised or grown
 - How the workers were treated in the process
 - What things the food may be “free from”
- Backed by government agencies or non-profit organizations





**WHICH SEALS AND CERTIFICATIONS
SHOULD YOU LOOK FOR?**



COMMON SUSTAINABILITY SEALS AND CERTIFICATIONS



USDA ORGANIC



USDA United States Department of Agriculture

ORGANIC LABELS EXPLAINED

Organic products are labeled according to the percentage of organic ingredients they have. This chart shows what to expect from different labels.

100% Organic



Organic



Made with Organic



Organic Ingredients



- | | | | |
|--|---|--|---|
| ✓ Organic seal allowed | ✓ Organic seal allowed | ✗ Organic seal NOT allowed; Must specify which ingredients are organic | ✗ Organic seal NOT allowed; Product can't be described as "organic" |
| ✓ 100% certified organic ingredients and processing aids | ✓ 95 % certified organic ingredients | ✓ At least 70% certified organic ingredients | ✗ No specific % certified organic |
| ✓ No GMOs | ✓ No GMOs | ✓ No GMOs | ✗ May contain GMOs |
| ✓ All ingredients comply with National List of Allowed and Prohibited Substances | ✓ Non-organic ingredients comply with National List | ✓ Non-organic ingredients comply with National List | ✗ Compliance with National List not required |
| ✓ Certification required | ✓ Certification required | ✓ Certification required | ✗ Certification NOT required |

Learn more about organic labels at www.ams.usda.gov/organic

Agricultural Marketing Service, April 2018
USDA is an equal opportunity provider, employer, and lender.



QUALITY ASSURANCE INTERNATIONAL (QAI) CERTIFIED

≥70%
certified organic ingredients



Nutrition Facts
20 servings per container
Serving size 1 bar (28g)
Amount per serving
Calories 100

	% Daily Value*
Total Fat 2g	3%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Polyunsaturated Fat 0g	
Monounsaturated Fat 1g	
Cholesterol 0mg	0%
Sodium 60mg	3%
Total Carbohydrate 18g	7%
Dietary Fiber 2g	6%
Insoluble Fiber 1g	
Total Sugars 8g	
Includes 8g Added Sugars	17%
Protein 4g	7%
Vitamin D 1mcg	4%
Calcium 80mg	6%
Iron 1mg	6%
Potassium 85mg	2%
Vitamin A	2%
Vitamin C	2%
Vitamin E	4%
Thiamin (Vit. B ₁)	6%
Riboflavin (Vit. B ₂)	6%
Niacin	10%
Vitamin B ₆	4%
Vitamin B ₁₂	10%
Phosphorus	8%
Magnesium	8%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: ORGANIC BROWN RICE SYRUP, ORGANIC ROLLED OATS, SOY PROTEIN ISOLATE, ORGANIC CACAO SNIPS, ORGANIC ROASTED SOYBEANS, RICE FLOUR, CANE SUGAR, UNSWEETENED CHOCOLATE, ORGANIC SOY FLOUR, ORGANIC OAT FIBER, ORGANIC HIGH OLEIC SUNFLOWER OIL, COCOA BUTTER, BARLEY MALT EXTRACT, SEA SALT, NATURAL FLAVORS, SOY LECTIN, ORGANIC CINNAMON. **VITAMINS & MINERALS:** BICHLORIN PHOSPHATE, MAGNESIUM OXIDE, ASCORBIC ACID (VIT. C), DL-ALPHA TOCOPHERYL ACETATE (VIT. E), BETA CAROTENE (VIT. A), NIACINAMIDE (VIT. B3), ERGOCALCIFEROL (VIT. D2), THIAMINE MONONITRATE (VIT. B1), PYRIDOXINE HYDROCHLORIDE (VIT. B6), RIBOFLAVIN (VIT. B2), CHOLECALCIFEROL (VIT. D3).

ALLERGEN STATEMENT: CONTAINS MILK, ALMONDS, AND WHEAT. MAY CONTAIN PEANUTS, BEEHIVE PRODUCTS, AND SOY.

100% Recycled Paperboard
This carton is made from 100% recycled content with a maximum 65% pre-consumer content and a minimum 35% post-consumer fiber content.

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FSC
PAPER BOX WRAPPERS

100% RECYCLED
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USDA ORGANIC AND QAI CERTIFIED ORGANIC





RAINFOREST ALLIANCE CERTIFIED™



34 YEARS

working to advance biodiversity conservation and sustainable livelihoods around the world

*The Rainforest Alliance was founded as a 501(c)(3) nonprofit in 1987



2.3 MILLION+ CERTIFIED FARMERS

following our standards

*Data accurate as of December 2020. Includes both Rainforest Alliance and UTZ Certified farmers. Total calculated using estimates of how many farmers have achieved both standards on their certified lands.



6.8 MILLION+ HECTARES

of farmland certified against our sustainability standards globally

*Data accurate as of December 2020. Includes both Rainforest Alliance and UTZ certified farms. Total calculated using estimates of how many farms are certified by both programs.



100+ COUNTRIES

where you can buy products with the Rainforest Alliance Certified seal or UTZ label

*Data accurate as of December 2020



Palm oil, some flowers, and a small number of fruits, herbs, spices and nuts



5,000+ COMPANIES

that work with us to source certified ingredients and improve their business practices

*Data accurate as of December 2020



68 PROJECTS

bringing direct benefits to farmers, forest communities, and nature

*Data accurate as of December 2020



70 COUNTRIES

where we have sustainability projects and/or certified farmers

*Data accurate as of December 2020



3.5 MILLION HECTARES

of land covered by integrated landscape management programs

*Integrated landscape management refers to initiatives that are strengthening landscape governance and connections between local communities and more responsible buyers and other investors, based on environmental sustainability criteria defined for the landscape.



RAINFOREST ALLIANCE CERTIFIED™



Cocoa



INGREDIENTS: BROWN RICE SYRUP*, ROLLED OATS*, CANE SYRUP*, SOY PROTEIN ISOLATE, ROASTED SOYBEANS*, RICE FLOUR, HIGH OLEIC SUNFLOWER OIL*, PEANUT BUTTER*, PEANUTS*, PEANUT FLOUR, OAT FIBER*, CANE SUGAR*, COCOA†, UNSWEETENED CHOCOLATE†, NATURAL FLAVORS, SOY FLOUR*, SEA SALT, ALKALIZED COCOA†, BARLEY MALT EXTRACT, COCOA BUTTER†, SOY LECITHIN.

ALLERGEN STATEMENT: CONTAINS PEANUTS AND SOY. MAY CONTAIN TREE NUTS, MILK, AND WHEAT.

*ORGANIC INGREDIENT
 †Rainforest Alliance Certified. Find out more at ra.org.

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COMMON QUESTIONS



COMMON QUESTIONS



Which seal
is the best?





COMMON QUESTIONS

What is the
difference
between
Rainforest
Alliance and
Fairtrade?





COMMON QUESTIONS



Can foods
carry both the
USDA Organic
Seal and the
QAI Mark?



COMMON QUESTIONS

What is the difference between Fairtrade and fair trade?

fair trade





HOW CAN YOU EAT MORE SUSTAINABLY?

CLIF

GO PLANT-BASED





USE MEAL PREP TO REDUCE FOOD WASTE

weekly meal prep

entree #1
sweet potato and kale chili

entree #2
Thai red curry

entree #3
black bean burgers

side
Mexican-inspired quinoa salad

breakfast #1
overnight oats

breakfast #2
CLIF® cereal

grocery list

protein + dairy

- Tofu
- Non-dairy milk

produce

- Sweet potatoes
- Garlic
- Ginger root
- Yellow onions
- Kale
- Cauliflower
- Red bell pepper
- Thai basil
- Lime
- Banana
- Cherry tomatoes
- Avocados
- Frozen corn

canned + dry goods

- Canned kidney beans
- Canned black beans
- Canned diced tomatoes
- Thai red curry paste
- Canned coconut milk
- Panko breadcrumbs

canned + dry goods

- Burger buns
- Lettuce
- Tomato
- Quinoa
- Rolled oats
- CLIF® Cereal

oils, spices, + condiments

- Olive oil
- Ground cinnamon
- Ground cumin
- Onion powder
- Smoked paprika

CLIF CEREAL
30% LESS SUGAR



RESEARCH COMPANY PRACTICES AND VALUES





PREP MEALS AND SNACKS + REPURPOSE LEFTOVERS





RESOURCES

- Visit ClifBar.com/Nutrition-Education for educational materials and free downloadable tools
- Fill out the **online survey** to share feedback and claim your CEU certificate
- **Subscribe** to the Clif Nutrition e-Newsletter



When it comes to our own kitchens, things like filling half our plates with plants, meal prepping with purpose and reducing food waste are valuable steps toward a healthier and more sustainable lifestyle. Get started by checking out these tools.



What is a Plant-Based Diet? A Guide to Get You Started

Let's talk about the power of plants. Check out this guide to learn about the what, why and how behind plant-based eating.

[READ MORE](#)



5 Health Benefits of a Plant-Based Life

Science continues to grow around the benefits of a plant-based lifestyle for both the health of people and the environment. Read this article to learn more.

[READ MORE](#)



What You Can and Can't Eat on a Plant-Based Diet

Shifting to a plant-based diet doesn't have to mean giving up your favorite foods. Here are some tips to help you navigate the grocery aisles.

[READ MORE](#)



THANK YOU



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