

# **BEHIND THE LABEL: SUSTAINABILITY SEALS AND CERTIFICATIONS**



**WELCOME!**



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**Disclosures:**

Clif Bar & Company - Employee



## REMINDERS



### **Awarded 1.0 Continuing Education Credit**

- Commission on Dietetics Registration (CDR)



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**Presentation available at:  
[ClifBar.com/Nutrition-Education](https://ClifBar.com/Nutrition-Education)**



## 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?**

A man wearing a plaid shirt, jeans, and a baseball cap is walking through a field of tall, golden-brown grass. In the background, there are trees and houses under a clear sky.

**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



A woman with long dark hair, wearing a white t-shirt and a plaid shirt tied around her waist, is standing in a grocery store aisle. She is holding a red box of Luna granola bars in her hands. A black shopping basket is visible in front of her. The background shows shelves stocked with various products, including bags of snacks and boxes of cereal.

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



# COMMON SUSTAINABILITY SEALS AND CERTIFICATIONS



# USDA ORGANIC



## 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 seal allowed
- ✓ 100% certified organic ingredients and processing aids
- ✓ No GMOs
- ✓ All ingredients comply with National List of Allowed and Prohibited Substances
- ✓ Certification required

### Organic



- ✓ Organic seal allowed
- ✓ 95 % certified organic ingredients
- ✓ No GMOs
- ✓ Non-organic ingredients comply with National List
- ✓ Certification required

### Made with Organic



- ✗ Organic seal NOT allowed; Must specify which ingredients are organic
- ✓ At least 70% certified organic ingredients
- ✓ No GMOs
- ✓ Non-organic ingredients comply with National List
- ✓ Certification required

### Organic Ingredients



- ✗ Organic seal NOT allowed; Product can't be described as "organic"
- ✗ No specific % certified organic
- ✗ May contain GMOs
- ✗ Compliance with National List not required
- ✗ Certification NOT required

Learn more about organic labels at [www.ams.usda.gov/organic](http://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





# 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](http://ra.org).

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# FAIRTRADE



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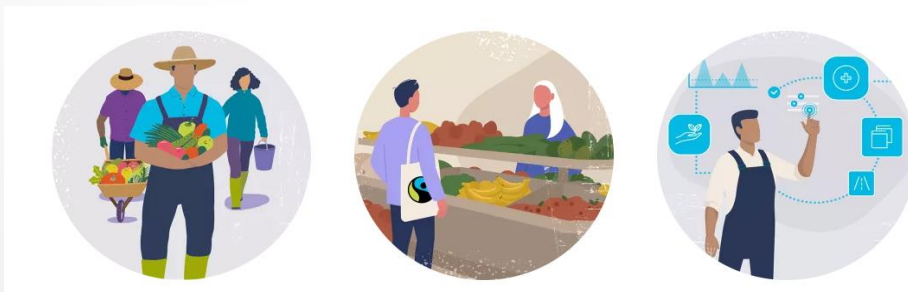




# FAIRTRADE



®





## 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?**



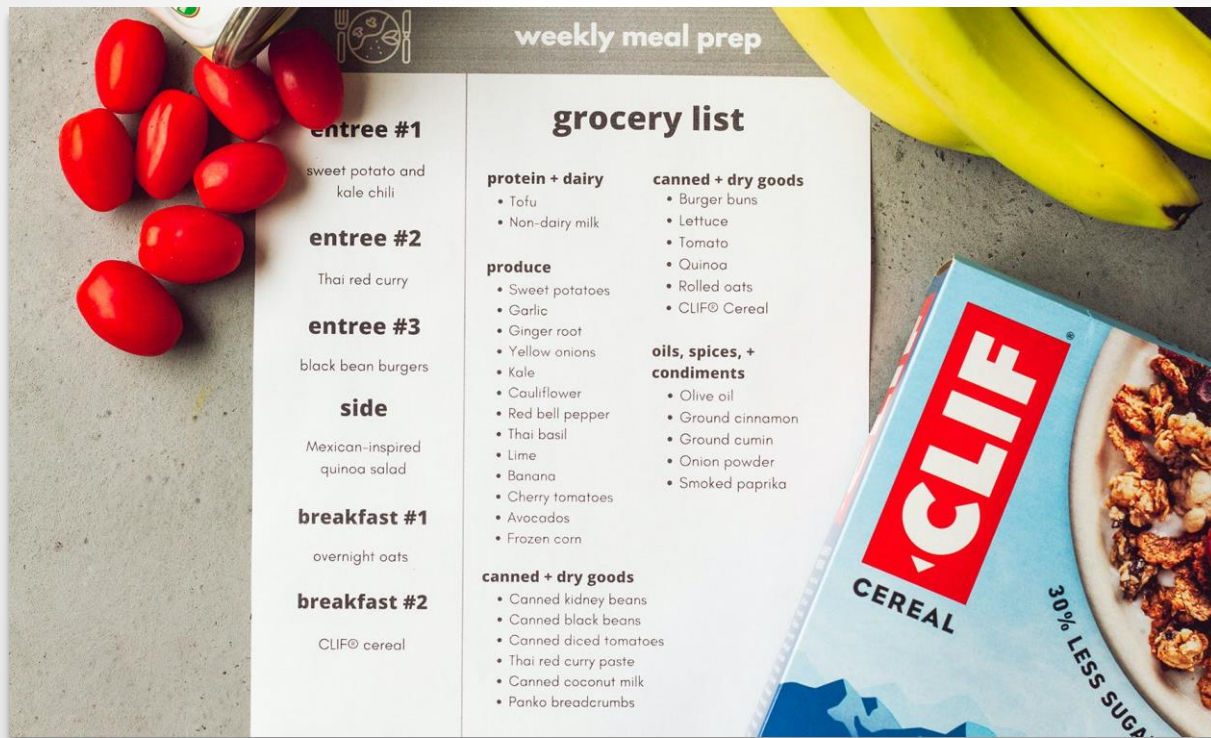


# GO PLANT-BASED





# USE MEAL PREP TO REDUCE FOOD WASTE





# RESEARCH COMPANY PRACTICES AND VALUES





# CLIF PREP MEALS AND SNACKS + REPURPOSE LEFTOVERS





# RESOURCES

- Visit [ClifBar.com/Nutrition-Education](https://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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