

Whole Foods Market Non-GMO Claims Policy: Supplier FAQ

1. What is the deadline for verifying non-GMO label claims?

- NEW Products: All new products or products with new labels sold in our North American stores that make a non-GMO label claim must be third-party verified to a Whole Foods Market-approved program **before they are on shelf**.
- CURRENT Products: Products sold in U.S. stores that make a non-GMO label claim and are currently on shelf must be third-party verified to a Whole Foods Market-approved program by January 1, 2022. Products sold in Canada stores that make a non-GMO label claim and are currently on shelf must be third-party verified to a Whole Foods Market-approved program by January 1, 2023.

For a list of approved verification programs please see the Whole Foods Market Non-GMO Claims Policy document on our Supplier Portal.

2. What if I am in the process of getting non-GMO verification?

Suppliers in process of getting verification for current on-shelf products by a Whole Foods Market-approved third-party should ensure that verification is in place by January 1, 2022. If a supplier has applied for verification but there is a delay in completion, please discuss the specifics with your Whole Foods Market contact.

3. Do I need to provide documentation that product is verified?

Yes, Whole Foods Market requires suppliers to submit documentation of their non-GMO verification. As products are onboarded into FoodLogiQ, Whole Foods Market will require documentation confirming that a product has been non-GMO verified to an approved third-party program. This requirement applies to both new products and legacy items already on shelf as they are onboarded into FoodLogiQ.

4. My product is verified by a Whole Foods Market-approved program but the seal of the verifier is not on label. Do I need to add it to my label?

No. Our requirement is for all non-GMO claims to have verification by an approved third-party. The name and/or seal of verifier is not required on pack, but supplier must be able to show proof of verification upon request.

5. My product is a single-ingredient item for which there is no BE crop. Can I make a non-GMO claim without third-party verification?

No. However, a truthful statement such as “there are no BE blueberries” would be allowed only on single-ingredient products.

6. I do not want to get my finished product verified but I purchase certain non-GMO ingredients, such as non-GMO corn for use in my product. Am I able to call these out in the

ingredient list?

Yes, ingredients that are verified as non-GMO may be called out as such in the ingredient statement, but non-GMO claims may not appear outside of the ingredient statement unless the product is third-party verified by a Whole Foods Market-approved program.

Suppliers are responsible for ensuring that all labels meet USDA, FDA, and/or CFIA labeling guidelines, as applicable.

7. What if I do not obtain third-party verification for a non-GMO label claim by January 1, 2022?

You will need to remove the unverified non-GMO label claim for that product to be allowed on our shelves.

8. If a product doesn't make a non-GMO label claim, does it need a "BE" disclosure?

Products sold in the United States must comply with the USDA's [National Bioengineered Food Disclosure Standard](#) (the USDA Standard), which requires food manufacturers to disclose the presence of bioengineered (BE) ingredients. The USDA Standard has a mandatory compliance deadline of January 1, 2022.

Products sold in Canada are currently subject to the Canadian Standard CAN/CGSB-32.315-2004, "Voluntary Labelling and Advertising of Foods That Are and Are Not Products of Genetic Engineering." This regulation governs label declarations for both products that do contain GE ingredients and those that do not. Products sold in our Canadian stores must be compliant with this standard.

9. How do I know if a lab is approved to test dietary supplements?

Testing programs must be reviewed and approved by the Whole Foods Market Quality Standards team. Testing must be performed by an ISO 17025 accredited lab, using testing methods within the scope of the ISO 17025 accreditation, and target all relevant GMO/BE/GE events. For further discussion, please reach out to your Whole Foods Market contact.

10. Where should I direct further questions?

Please reach out to your primary contact at Whole Food Market with further questions. Here are some links for more information:

Our Non-GMO Claims Policy is available on the Quality Standards page of our [Supplier Portal](#).

Information about the USDA's rule can be found at:
<https://www.ams.usda.gov/rules-regulations/be>

Information about Canada's rule can be found at:
<https://www.tpsgc-pwgsc.gc.ca/ongc-cgsb/programme->

[program/normes-standards/internet/032-0315/index-eng.html](http://www.wholefoodsmarket.com/program/normes-standards/internet/032-0315/index-eng.html)

Information about GMO labeling can be found on our website:

<https://www.wholefoodsmarket.com/gmo-labeling>