Whole Foods Market Non-GMO Claims Policy: Supplier FAQ

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

All new products, and existing products with new or updated 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. 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 as of January 1, 2022.

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

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

If a supplier is in the process of removing unverified non-GMO claims from labels, or has applied for verification but there is a delay in completion, please discuss the specifics with your Whole Foods Market contact.

# 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 to confirm 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.

# My product is verified to 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 to an approved third-party program. The name and/or seal of verifier is not required on pack, but supplier must be able to provide proof of verification upon request.

# My product is a single-ingredient item for which there is no BE crop. Can I make a non-GMO claim?

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

# 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 statement?

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 to a Whole Foods Market-approved program.

Suppliers are responsible for ensuring that all labels meet regulatory labeling guidelines, as applicable.

1. **What if I do not obtain third-party verification for a non-GMO label claim?** You will need to remove the unverified non-GMO label claim for that product to be allowed on our shelves.

# 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](https://www.federalregister.gov/documents/2018/12/21/2018-27283/national-bioengineered-food-disclosure-standard)  [Disclosure Standard](https://www.federalregister.gov/documents/2018/12/21/2018-27283/national-bioengineered-food-disclosure-standard) (NBFDS), which requires food manufacturers to disclose the presence of bioengineered (BE) ingredients.

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.

# 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.

# 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](https://supplier.wholefoodsmarket.com/) [Portal](https://supplier.wholefoodsmarket.com/)

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.canada.ca/en/health-canada/services/food-nutrition/genetically-modified-foods-other-novel-foods/labelling.html>

Information about GMO labeling can be found on our website:

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