# Whole Foods Market Non-GMO Claims Policy

**Non-GMO Label Claims for All Locations in U.S. and Canada**

At Whole Foods Market, in addition to suppliers complying with USDA and Canada bioengineered food standards (see below), we require that all non-GMO label claims be third-party verified or certified to a Whole Foods Market-approved program. This applies to all products we sell in our U.S. and Canada stores, regardless of where they were made.

New products, products in development, and legacy products with updated labels that make a non-GMO claim must be third-party verified to a Whole Foods Market-approved program before they are on shelf. Products sold in our U.S. stores that are already on shelf and make a non-GMO label claim must be third-party verified to a Whole Foods Market-approved program as of January 1, 2022. We will not promote or advertise an item as non-GMO unless it has third-party verification to a Whole Foods Market-approved program and the program name is included in the marketing copy.

Whole Foods Market currently allows products verified under the following programs to make non-GMO claims:

* USDA or Canada Organic (or other equivalent organic programs)
* The Non-GMO Project

We also permit the use of approved ISO 17025 accredited testing programs for dietary supplement products only. Please see the *Dietary Supplements* section below for more detail.

# Dietary Supplements

A non-GMO tested claim supported by finished product testing will only be allowed on the information panel of dietary supplements that are iGen Non-GMO tested, ISURA Non-GMO tested, or tested and verified by a Whole Foods Market-approved lab or testing program.

* For tested products, non-GMO seals and language are prohibited on the Principal Display Panel (PDP).
* Accompanying language may specify that any non-GMO claims are based on testing.
* 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.

A non-GMO tested seal is or other non-GMO language is prohibited on the Principal Display Panel (PDP). A non-GMO tested seal is only allowed on an information panel. Language, such as the following, may accompany the applicable non-GMO tested seal on the information panel only:

*This product does not contain common GMO/GE genes or proteins.*

Approved testing programs logos include:





# Regulatory Compliance for Disclosure of Bioengineered Foods

***United States***

In December 2018, the USDA published its [National Bioengineered Food 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 our U.S. stores must be compliant with the NBFDS.

***Canada***

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.

***United Kingdom***

The United Kingdom (UK)’s [Food Standards Agency](https://www.food.gov.uk/safety-hygiene/genetically-modified-foods#:~:text=In%20the%20UK%2C%20foods%20must,contain%20ingredients%20produced%20from%20GMOs) requires mandatory labeling of GMO ingredients in food products.