

# Regenerative Label Claims at Whole Foods Market: Detailed Guidance for Suppliers

The basic criteria for making a regenerative claim on packaging of products at Whole Foods Market can be found in our Regenerative Agriculture Claims Policy. The information below provides more detailed guidance, outlining specific criteria for the identification, placement and format of those regenerative label claims.

## Front-Panel Claims

Product claims on the Principal Display Panel (PDP) are those that appear to indicate that the *overall product* is regenerative. The claim could be in text or in the form of a logo or seal.

Examples: *Regenerative; regeneratively grown; regeneratively raised; made with regenerative practices.*

- This type of regenerative-product claim requires third-party certification or verification to a Whole Foods Market-approved regenerative program.
- Approved programs include:
  - [Regenerative Organic Certified \(ROC\)](#)
  - [Ecological Outcome Verified \(EOV\)](#)
  - [Regenified](#)
- A claim of this type is only acceptable if the product contains a minimum of 70% regenerative ingredients (per an approved certification/verification).
- It is acceptable in any size on the PDP.

Ingredient claims on the PDP are those that clearly indicate that only *certain specific ingredients* in the product are regenerative.

Examples: *Contains regeneratively grown wheat; made with regeneratively raised chicken; produced with peppermint grown using regenerative practices.*

- To make this type of regenerative-ingredient claim there are two acceptable options:
  - Option 1) Each ingredient specified must be third-party certified or verified to a Whole Foods Market-approved regenerative program (see approved programs above).
  - Option 2) Complete our Whole Foods Market Regenerative Assessment for each regeneratively sourced ingredient. The assessment must sufficiently address 4 of 5 Soil Health Principles as well as show established metrics and monitoring to evaluate soil health.
- For either option, if the regenerative claim appears in medium or large font (more than ¼ the size of the largest font on the PDP), documentation must demonstrate that the product overall contains more than 70% regenerative ingredients by weight (or volume for liquid products).
- To make a claim of this type, all ingredients in the product that are specified as regenerative anywhere on the product label must meet one of those two options.

## Front-Panel Romance Copy

Romance copy claims on the PDP are those which make *broad statements about supporting regenerative agriculture* without specifically claiming that the product or any of its ingredients are regenerative.

Examples: *We support regenerative farmers; our farmers use regenerative practices like cover cropping; our goal is to work with farmers who share our commitment to regenerative agriculture.*

- Romance copy regenerative claims of this type require satisfactorily completing a Whole Foods Market Regenerative Assessment.
- Responses in the Assessment must include a qualitative description of how the brand is encouraging farmers and ranchers to implement regenerative practices, based on each of the Soil Health Principles.
- For either option, if the regenerative claim appears in medium or large font (more than ¼ the size of the largest font on the PDP), documentation must demonstrate that the product overall contains more than 70% regenerative ingredients by weight (or volume for liquid products).

## Back-Panel and Other-Panel Claims

Single-source product and single-source ingredient claims on the back panel or any other information panel, interior or exterior, are those that indicate that the *product or a specific ingredient* is regenerative. This applies to products or ingredients derived from a single farm or origin.

Examples: *Regenerative; regeneratively grown, regeneratively raised.*

- Regenerative claims of this type require satisfactorily completing a Whole Foods Market Regenerative Assessment for the product or specific ingredient (unless the product is third-party certified or verified to a Whole Foods Market-approved regenerative program).
- Responses in the Assessment must satisfactorily address 4 of 5 Soil Health Principles as well as baseline testing metrics and monitoring.
- All ingredients or categories of ingredients in the product that are specified as regenerative must be derived from regenerative sources per the two bullets directly above.

Multi-ingredient product claims on the back panel or any other information panel, interior or exterior, are those that clearly specify that *certain specific ingredients* in the product are regenerative. This applies to products with ingredients derived from multiple sources or complex supply chains.

Examples: *Contains regeneratively grown wheat; made with regeneratively raised chicken; produced with peppermint grown using regenerative practices.*

- Regenerative claims of this type require satisfactorily completing a Whole Foods Market Regenerative Assessment (unless the product is third-party certified or verified to a Whole Foods Market-approved regenerative program).

- Responses in the Assessment must include a qualitative description of how the brand is encouraging farmers and ranchers to implement regenerative practices, based on each of the Soil Health Principles.
- Confirmation must be provided that the specified ingredient(s) was grown or raised using regenerative practices (per approved certification/verification or as determined via the Whole Foods Market Regenerative Assessment).
- All ingredients or categories of ingredients in the product that are specified as regenerative must be derived from regenerative sources per the three bullets directly above.

Romance copy claims on the back panel or any other panel, interior or exterior, are those which make *broad statements about supporting regenerative agriculture* without specifically claiming that the product or any of its ingredients are regenerative.

*Examples: We support regenerative farmers; our farmers use regenerative practices like cover cropping; our goal is to work with farmers who share our commitment to regenerative agriculture.*

- Romance copy regenerative claims of this type require satisfactorily completing a Whole Foods Market Regenerative Assessment (unless the product is third-party certified or verified to a Whole Foods Market-approved regenerative program).
- Responses in the Assessment must include a qualitative description of how the brand is encouraging farmers and ranchers to implement regenerative practices, based on each of the Soil Health Principles.

## Donation Claims

Donation claims on product packaging, interior or exterior, are those that state that the product or brand financially supports or donates to a nonprofit organization that in turn supports regenerative agriculture or the regenerative movement. The nonprofit organization may have the term *regenerative* or similar in its name.

*Examples: We support the Regenerative Soil Alliance; 10% of profits goes to Innovation Regeneration in support of farmers; Every purchase gives back to The Regenerative Founders Scholarship Fund.*

- Donation claims of this type require a receipt, contract or other form of documentation of financial contribution(s) to the nonprofit organization.
- If the nonprofit status of the organization is unknown, proof of registered nonprofit status is required in the form of 501(c)(3) documentation, Canadian registered charity documentation or equivalent.
- If the nonprofit organization is a farm or ranch, a Whole Foods Market Regenerative Assessment is also required.

## Information About Regenerative Agriculture at Whole Foods Market

Browse regenerative agriculture documents on our [Supplier Portal](#), visit the [regenerative agriculture page](#) on our website or reach out to your primary contact at Whole Foods Market.