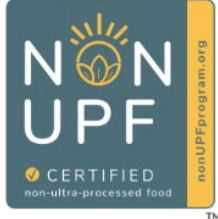




## Comparison of Non-Ultraprocessed Food (“Non-UPF”) Certifications

Label			
<b>Company/ Organization</b>	Non-UPF Program	Non-GMO Project	WISEcode
<b>Approach to defining UPF/ non-UPF</b>	Aims to implement the Nova classification system (UPF=Nova Group 4 foods; Non-UPF=Nova Group 1, 2, and 3 foods)	Considers “Ingredient Integrity & Formulation” and “Processing Limits”; no mention of the Nova system	Considers “ingredient processing complexity, added sugar load, and the presence of specific ingredients with established safety concerns”; explicitly rejects the Nova system
<b>Approach to processing methods</b>	Aims to avoid certifying products made using <u>any</u> “industrial processing methods”; does not provide a complete list of prohibited processing methods	Aims to avoid certifying products made with “ <u>excessive</u> industrial processing”; provides lists of prohibited processing methods and “conditional” processing methods; certified foods are allowed to contain up to 30% of their product formulations from ingredients made using “conditional” methods	Scores foods based on health concerns and processing techniques applied to each ingredient; uses those scores to categorize foods into 5 processing levels (Minimal, Light, Moderate, Ultra, and Super-Ultra); foods categorized as Minimal, Light, and Moderate are eligible for certification; no particular processing methods are strictly prohibited
<b>Approach to ingredients</b>	Prohibits <u>all</u> ingredients classified as Industrial Sugars & Syrups, Modified Starches & Carbohydrates, Modified & Industrial Oils, Protein Isolates/Extracts, and Cosmetic Additives; <u>some</u> Soluble & Isolated Fibers; and <u>specific</u> Preservatives; does not provide a complete list of prohibited ingredients	Provides a list of about 300 prohibited ingredients identified based on “quality standards and governmental regulations, including European Union regulations, PCC Community Markets, Whole Foods Market, and applicable U.S. state legislation”	Provides a list of about 150 prohibited ingredients that pose “significant safety concern (e.g., carcinogenicity, genotoxicity, serious regulatory concern)” and may be banned, restricted, or heavily regulated in the U.S., United Kingdom, European Union, Canada, or Australia and New Zealand
<b>Approach to nutrients</b>	No nutrient-related criteria	Sets limits on added sugar content for different product types (e.g., certified candy and chocolate cannot contain more than 40% added sugar, by weight; certified breakfast cereals cannot contain more than 15% added sugar, by weight)	Foods with a higher percentage of calories from added sugar receive a higher score, making them more likely to fall into a higher processing category and less likely to qualify for certification
<b>Cost of Certification</b>	\$75 application fee + \$100 per product for “General Foods” (less for whole foods)	Not disclosed on website	\$199 per certified product per year