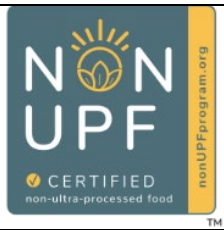
CENTER FOR Science IN THE Public Interest

Comparison of Non-Ultraprocessed Food ("Non-UPF") Certifications

Label			
Company/ Organization	Non-UPF Program	Non-GMO Project	WISEcode
Approach to defining UPF/ non-UPF	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
Approach to processing methods	Aims to avoid certifying products made using any "industrial processing methods" that would classify a food as a Nova 4 UPF; does not provide a complete list of prohibited processing methods	Aims to avoid certifying products made with "excessive 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
Approach to ingredients	Prohibits all ingredients classified as Industrial Sugars & Syrups, Modified Starches & Carbohydrates, Modified & Industrial Oils, Protein Isolates/Extracts, and Cosmetic Additives; some Soluble & Isolated Fibers; and specific 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
Approach to nutrients	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
Cost of Certification	$75 application fee + $100 per product for "General Foods" (less for whole foods)	Not disclosed on website	$199 per certified product per year

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