

Food Alliance Labeling Guidelines for Packaged Products

Overview

Following is an overview of Food Alliance labeling guidelines for packaged products. Letters of Certification must be on file for each supplier of products or ingredients bearing Food Alliance certified content claims.

- Grains, legumes, fresh fruits and vegetables sold in a whole state using Food Alliance Certified content claims, and packed in boxes, plastic bags, or other containers for transport, wholesale or retail sale must contain 100% Food Alliance Certified raw product.
- Single-ingredient processed food products identified and/or labeled as “Food Alliance Certified” must contain 100% Food Alliance Certified raw product.
- Multi-ingredient processed food products identified and/or labeled as “Food Alliance Certified” must contain at least 80% Food Alliance Certified ingredients as measured by weight, not including added water and salt. No formulation may have both certified and non-certified forms of the same ingredient. (*Example:* Flour is one of the ingredients in a Food Alliance Certified bakery product. To be considered as a Food Alliance Certified ingredient, 100% of the flour needs to be Food Alliance Certified.) Non-Food Alliance Certified ingredients in products labeled as “Food Alliance Certified” must not be derived from genetically modified organisms (GMOs) or from livestock treated with sub-therapeutic antibiotics or growth-promoting hormones.
- Multi-ingredient processed food products identified and/or labeled as “Made with Food Alliance Certified Ingredients” must contain at least 50% Food Alliance Certified ingredients as measured by weight, not including added water or salt. No formulation may have both certified and non-certified forms of the same ingredient.
- All products bearing Food Alliance Certified content claims must have labeling to disclose all known ingredients.

Letter Codes for the information that follows indicate position on package and are defined as:

PDP: Principal Display Panel (*The part of a label that is most likely to be displayed, presented, shown, or examined under customary conditions of display for sale.*)

IP: Information Panel (*Any information panel, other than the Principal Display Panel.*)

IS: Ingredients Statement (*The list of ingredients contained in a product shown in their common and usual names in the descending order of predominance.*)

“Food Alliance Certified” Labels

If you want to claim:	“Food Alliance Certified” (or similar statement)
Your product:	<p>Must contain at least 80% Food Alliance Certified ingredients, not counting added water and salt.</p> <p>May contain up to 20% Non-Food Alliance Certified ingredients, provided those ingredients are NOT derived from genetically modified organisms (GMOs) or from livestock treated with non-therapeutic antibiotics or growth-promoting hormones.</p> <p>MUST NOT contain non-agricultural synthetic materials other than those found on the Food Alliance allowed synthetics list (see Food Alliance Handling Operation Standards & Procedures Manual).</p>
Your label MUST:	<p>Show an ingredient statement when the product consists of more than one ingredient.</p> <p>Identify Food Alliance Certified ingredients as “Food Alliance Certified” in the ingredients statement.¹ (IS)</p>
Your label MAY show:	<p>The term “Food Alliance Certified” to modify the product name. (PDP/IP)</p> <p>“X% Food Alliance Certified” or “X% Food Alliance Certified ingredients.” (Note: X must be 80% or higher) (PDP/IP)</p> <p>The Food Alliance certification seal. (PDP/IP)</p> <p>Social and Environmental claims related to Food Alliance Certification or Food Alliance Certified Ingredients, in accordance with Food Alliance Claims Guidance document, and approved by Food Alliance. (PDP/IP)</p> <p>The Food Alliance Internet address. (PDP/IP)</p>
Your label MUST NOT show:	Not applicable

¹ To identify an ingredient as Food Alliance Certified, in the ingredients statement, use the words, “Food Alliance Certified” in conjunction with the name of the ingredient, or an asterisk or other reference mark which is defined below the ingredient statement.

“Made with Food Alliance Certified Ingredients” Labels

If you want to claim:	"Made with Food Alliance Certified Ingredients" (or similar statement)
Your product:	<p>Must contain at least 50% Food Alliance certified ingredients, not counting added water and salt.</p> <p>MUST NOT contain non-agricultural synthetic materials other than those found on the Food Alliance allowed synthetics list (see Food Alliance Handling Operation Standards & Procedures Manual).</p>
Your label MUST:	<p>Show an ingredient statement.</p> <p>Identify Food Alliance Certified ingredients as “Food Alliance Certified” in the ingredients statement.¹ (IS)</p>
Your label MAY show:	<p>The term "Made with Food Alliance Certified ___ (specified ingredients or food groups)." (PDP/IP)</p> <p>"X% Food Alliance Certified" or "X% Food Alliance Certified ingredients." (Note: X must be at least 50%) (PDP/IP)</p> <p>Social and Environmental claims related to Food Alliance Certification or Food Alliance Certified Ingredients, in accordance with Food Alliance Claims Guidance document, and approved by Food Alliance. (PDP/IP)</p> <p>The Food Alliance Internet address. (PDP/IP)</p>
Your label MUST NOT show:	The term “Food Alliance Certified” to modify the product name (PDP/IP) and/or the Food Alliance certification seal (PDP/IP).

¹ To identify an ingredient as Food Alliance Certified, in the ingredients statement, use the words, "Food Alliance Certified" in conjunction with the name of the ingredient, or an asterisk or other reference mark which is defined below the ingredient statement.

Some Food Alliance Certified Ingredients¹

If you want to claim:	That your product has some Food Alliance Certified ingredients
Your product:	May contain less than 50% Food Alliance Certified ingredients, not counting added water and salt.
Your label MUST:	Show an ingredient statement. Identify Food Alliance Certified ingredients as “Food Alliance Certified” in the ingredients statement. ² (IS)
Your label MAY show:	"X% Food Alliance Certified ingredients" when Food Alliance Certified ingredients are identified in the ingredient statement. (IP) Social and Environmental claims related to Food Alliance Certified Ingredients, in accordance with Food Alliance Claims Guidance document, and approved by Food Alliance. (IP) The Food Alliance Internet address. (IP)
Your label MUST NOT show:	The term “Food Alliance Certified” to modify the product name (PDP/IP), the term “Made with Food Alliance Certified Ingredients” (PDP), or the Food Alliance certification seal (PDP/IP).

¹ A handling operation or portion of a handling operation that only handles agricultural products that contain less than 50% Food Alliance Certified Ingredients by total weight of the finished product (excluding water and salt) is exempt from Food Alliance Handling Operation Certification or Restricted Handling Operation Requirements, as contained in the Food Alliance Handling Operation Standards & Procedures Manual.

² To identify an ingredient as Food Alliance Certified, in the ingredients statement, use the words, "Food Alliance Certified" in conjunction with the name of the ingredient, or an asterisk or other reference mark which is defined below the ingredient statement.

Calculating the Percentage of Food Alliance Certified ingredients.

The percentage of all Food Alliance Certified ingredients in an agricultural product sold, labeled, or represented as “Food Alliance Certified,” “Made with Food Alliance Certified (specified ingredients or food group(s)),” or that include Food Alliance Certified ingredients is calculated by:

- (1) Dividing the total net weight (excluding water and salt) of combined Food Alliance Certified ingredients at formulation by the total weight (excluding water and salt) of the finished product.

OR

- (2) If the product and ingredients are liquid: by dividing the fluid volume of all Food Alliance Certified ingredients (excluding water and salt) by the fluid volume of the finished product (excluding water and salt). If the liquid product is identified on the principal display panel or information panel as being reconstituted from concentrates, the calculation should be made on the basis of single-strength concentrations of the ingredients and finished product.

OR

- (3) For products containing Food Alliance Certified ingredients in both solid and liquid form: by dividing the combined weight of the solid ingredients and the weight of the liquid ingredients (excluding water and salt) by the total weight (excluding water and salt) of the finished product.

The percentage of all Food Alliance Certified ingredients in an agricultural product must be rounded down to the nearest whole number. The percentage must be determined by the handler who affixes the label on the consumer package and may be verified by Food Alliance.