

CERTIFIED PALEO STANDARDS

# Certified Paleo<sup>®</sup> Standards

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**SPEARHEAD**



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## **STANDARDS**

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# Statement of Purpose

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In loose terms, the Paleo Diet is a diet based on the types of foods presumed to have been eaten by early humans before the advent of agriculture. These foods included meat and seafood, nuts and seeds, roots and tubers, and fruits and berries. The diet of our ancient Paleolithic ancestors presumably excluded dairy, grains, and highly refined foods.

Unfortunately, the food landscape has changed significantly in the past 10,000 years, which makes defining items that fall into 21st century Paleo Diet difficult. Because the diet is theoretical in nature and up for wide interpretation, no single unified 'Paleo Diet' definition exists, and disagreements over specific food items and processing among the Paleo Community is common.

However, in the development of Certified Paleo Standards, The Paleo Foundation included ingredients and foods that meet the basic tenets of the Paleo Diet, while allowing for some 21st century considerations. One of the greatest considerations is increasing the tolerability of the restrictive Paleo Diet, as tolerability is widely considered the most important factor for diet acceptance and adherence. Thus, improving the palatability, availability, affordability, and convenience factors of Paleo foods is crucial to preventing diet discontinuation in people for whom the diet is medically necessary.

Certified Paleo products are in a unique position to improve tolerability of the Paleo Diet. As such, the Certified Paleo Standards and Certified Paleo program are aligned with The Paleo Foundation 's mission to help improve the tolerability of the Paleo Diet.

# Diet Tolerability

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The Four major factors that influence the tolerability of the Paleo Diet on an individual level:

**AVAILABILITY:** Product Offerings, Location and Limitation of Products

**AFFORDABILITY:** Socio-Economic Limitations, Distribution Limitations

**PALATABILITY:** Product Variations, Ideological Acceptance

**CONVENIENCE:** Cultural Acceptance, Ease of Identification

# Standards & Research

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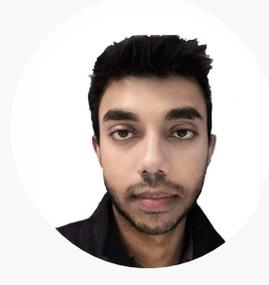
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# Certified Paleo

PROGRAM STANDARDS AND SPECIFICATIONS 2023



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## 1. Certified Paleo Label

The “**Certified Paleo**” Requirements for Grain-Free, Legume-Free, Dairy-Free, Artificial Coloring, Artificial Preservatives, Artificial Sweeteners and Artificial Flavor Enhancers-Free Products are outlined herein. These standards apply to all products certified by The Paleo Foundation for the Certified Paleo Program. Only certified Products following these standards are explicitly given the rights to use Certified Paleo logos, trademarks, certification marks, or other design marks hereinafter referred to as “Certified Paleo label”.

1.1 **Applicability.** The Certified Paleo label was developed and trademarked by the The Paleo Foundation to identify food products that meet the standards of the paleo diet. The Certified Paleo Label is a certification mark registered with the U.S. Trademark and Patent Office, and its use is only permitted by those who have entered into a contractual agreement with The Paleo Foundation. The Certified Paleo Label was designed to establish an easily identifiable mark indicating that a product has met the strictures of a paleo diet template and merit use of the Certified Paleo Label. Certified Paleo requirements may be amended periodically based on current research.

## 1.2 Guidelines

1.2.1 **Promotional Materials.** The Certified Paleo label is allowed to be used on packaging, promotional materials, point of purchase materials, websites, sales literature, banners, company stationery, and other advertising materials. Use of the Certified Paleo label must comply with the guidelines as outlined in this document. If a company wishes to present the logos in a manner other than as described in Statement of Use Guidelines, The Paleo Foundation must approve the request and give permission in writing to the Producer.

1.2.2 **Display.** Producers may display the Certified Paleo label only on products that have been certified by The Paleo Foundation.

1.2.3 **Agreement.** Producers must have a contractual agreement with The Paleo Foundation to use the Certified Paleo label.

1.2.4 **Stationary.** Producers may only use the trademark on company stationery if the entire product line has been audited and Certified Paleo.

1.2.5 **Logo Placement.** If the entire product line has been audited and Certified Paleo, producers may display the Certified Paleo label on their entire website. If the entire product line was not certified, the Certified Paleo label may appear on a page containing the audited and certified Certified Paleo products only. Products that have not been audited and Certified Paleo are not permitted to appear on the same page as the Certified Paleo label, as this could mislead consumers.

## 1.3 Use of the Certified Paleo Label

1.3.1 **Affidavit.** To complete the application process, the applicant must sign an affidavit stating that all answers and statements provided in their application were true to the best of their knowledge.

1.3.2 **Inspection and Audit.** Use of the Certified Paleo label is only permitted after audit and certification of the applicant's products by The Paleo Foundation.

1.3.3 **Authorization.** The Paleo Foundation retains the right to inspect the producer's products to verify that all requirements are met.

1.3.4 **Prohibited Use.** Use of the Certified Paleo label for any product that does not meet each of the Certified Paleo requirements, that has not been audited, or that has not been given explicit permission, is strictly prohibited.

1.3.5 **Misuse.** Misuse of the Certified Paleo Label will result in immediate suspension of the agreement and/ or prosecution.

1.3.7 **Orientation.** The Certified Paleo label must be :



- ① Upright
- ② Complete
- ③ Clearly Visible

## 2. Grain-Free

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2.0.1 **Grains**. All Products must not contain [Grains or Pseudograins](#) to be eligible for use of the Certified Paleo label. Disallowed Grains include, but are not limited to:

Grains	Pseudo-Grains
Barley, Rice, Bulgur, Kamut, Oats, Spelt, Teff, Wheat, Wheat Berries, Triticale, Corn, Hominy, Rye, Sorghum	Amaranth, Quinoa, Buckwheat

## 3. Legume-Free

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3.0.1 **Legumes**. Certified Paleo Products must not contain legumes to be eligible for use of the Certified Paleo label. Arboreal Legumes and derivatives are an exception to this rule. Disallowed Legumes include but are not limited to:

Legumes
Beans, Lentils, Peas, Peanuts, Soy and Soy derivatives, Tempeh, <a href="#">Lupin</a>

## 4. Dairy-Free

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4.0.1 **Dairy.** Certified Paleo Products must not contain dairy products to be eligible for use of the Certified Paleo label. For the purpose of this definition, eggs are not considered “dairy” products. This includes but is not limited to:

Dairy
Cheeses, Milk, Milk Derivatives, Yogurts, Cream, Evaporated Milk, Caseinates

## 5. Artificial Ingredients

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5.0.1 **Artificial Ingredients.** Products must not contain artificial ingredients to be eligible for use of the Certified Paleo label. This includes but is not limited to:

Colorings
Coloring Derived from coal, tar, or petroleum; FD&C Blue No.1 , No.2; FD&C Green No. 3, FD&C Red No. 40; FD&C Yellow No. 5, No. 6
Preservatives
BHA and BHT, TBHQ, Hexamine, Tetramine, Sodium Ethyl Parahydroxybenzoate, Potassium Ferrocyanide
Artificial Sweeteners
Aspartame, Potassium Acesulphame, Cyclamates, Neotame, Alcohol Sugars (with the exception of Birch Xylitol), Neotame
Artificial Flavor Enhancers
Glutamates (such as MSG), Guanylates, Inosinates

## 6. Allowed Ingredients List

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6.0.1 **Allowed ingredients.** The following ingredients are eligible for use of the Certified Paleo label. Allowed ingredients will be amended from time to time as necessary. These ingredients include, but are not limited to:

Meats	Seafood	Fruits
Herbivores must be grass-fed, forage-fed, and pastured. Omnivores should be pastured. Poultry must be cage-free.	Wild-Caught seafood, bivalves may be farmed.	All fruits are allowed Dried Fruits, Fruit Juices, Berries.
Oils and Fats	Flour	Milks
Grass-fed and pastured tallow, lard, and ghee. All nut oils. Avocado Oil, Olive Oil, Coconut Oil, Medium-High Oleic Sunflower Oil, Cocoa mass, Cocoa butter, CBD oil	All nut flours are allowed Sweet Potato flour, coconut flour, tapioca flour, cassava flour, arrowroot flour	All nut milks are allowed. Hemp Milk Coconut Milk
Grasses	Anti-Caking Agents	Fermented Foods
Wheatgrass powder, wheatgrass juice, lemongrass, <a href="#">Cane Juice</a> , bamboo.	Silicon Dioxide, talc, calcium silicate	Distilled White Vinegar, Sauerkraut, Kimchi, Kombucha, Coconut Kefirs

Nuts	Sweeteners	Teas and Coffee
All true nuts and seeds are allowed including sunflower seeds, chia seeds, mustard seeds.	Honey, stevia, maple syrup, coconut sugar, coconut sap, coconut nectar, date sugar, fruit juice, birch xylitol.	All fruits are allowed Dried Fruits, Fruit Juices, Berries.
Vegetables	Roots and Tubers	Spices
All vegetables Vegetable Juices Sea vegetables, Seaweed, Algae, Agar	All roots and tubers including <a href="#">White Potatoes</a>	All spices are allowed Sea Salts, Smoked Salts, Salt blends

Allowed Stabilizers and Natural Preservatives
<a href="#">Xanthan Gum</a> , <a href="#">Prebiotic Hydrocolloid Gums</a> , agar, sunflower lecithin, tapioca starch, potato starch, arrowroot, egg-derived lecithin, lactic acid, citric acid, ascorbic acid, <a href="#">Tapioca Maltodextrin</a> , <a href="#">Gum Arabic</a> .

For further questions regarding items on this list, or items that are not listed, please contact us at [info@paleofoundation.org](mailto:info@paleofoundation.org)



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