



# PALEO FRIENDLY

Program Standards and Specifications

## 1. Paleo Friendly™

The Paleo Friendly™ Requirements for Grain-Free, Legume-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 Paleo Friendly™ Program. Only certified Products following these standards are explicitly given the rights to use Paleo Friendly™ logos, trademarks, certification marks, or other design marks hereinafter referred to as “Paleo Friendly™ label”.

### 1.1 Applicability

The Paleo Friendly™ label was developed and trademarked by The Paleo Foundation to identify food products that meet the standards of the paleo diet. The Paleo Friendly™ 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 Paleo Friendly™ Label was designed to establish an easily identifiable mark indicating that a product has met the strictures of the paleo diet template and merit use of the Paleo Friendly™ Label. Paleo Friendly™ requirements may be amended periodically based on current research.

### 1.2 Guidelines

#### 1.2.1

The Paleo Friendly™ 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 Paleo Friendly™ 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

Producers may display the Paleo Friendly™ label only on products that have been certified by The Paleo Foundation.

#### 1.2.3

Producers must have a contractual agreement with The Paleo Foundation to use the Paleo Friendly™ label.

## 1.2 Guidelines CONTINUED

### 1.2.4

Producers may only use the trademark on company stationery if the entire product line has been audited and certified Paleo Friendly™.

### 1.2.5

If the entire product line has been audited and certified Paleo Friendly™, Producers may display the Paleo Friendly™ label on their entire website.

### 1.2.6

If the entire product line was not certified, the Paleo Friendly™ label may appear on a page containing audited and certified Paleo Friendly™ products only.

### 1.2.7

Products that have not been audited and certified Paleo Friendly™ are not permitted to appear on the same page as the Paleo Friendly™ label, as this could be misleading to consumers.

## 1.3 Use of the Paleo Friendly™ Label

### 1.3.1

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

Use of the Paleo Friendly™ label is only permitted after audit and certification by The Paleo Foundation of the applicant's product ingredients and suppliers list.

### 1.3.3

Paleo Friendly™ retains the right to make unannounced visits to applicant's commercial kitchen, manufacturing plant, or processing center to verify that all Paleo Friendly™ Requirements are continuously being met.

### 1.3.4

Paleo Friendly™ retains the right to inspect the applicant's products to verify that all Requirements are met.

### 1.3.5

Use of The Paleo Friendly™ label for any product which does not meet each of the Paleo Friendly™ Requirements, has not been audited, or has not been given explicit permission is strictly prohibited.

### 1.3.6

Misuse of The Paleo Friendly™ Label will result in immediate suspension of the agreement and/or prosecution.

## 1.3 Use of the Paleo Friendly™ Label CONTINUED

### 1.3.7

The Paleo Friendly™ label must be :



- ① Upright
- ② Complete
- ③ Clearly Visible

## 2. Pseudo-grain and Grain-Free

### 2.1

All Products should be 100% grain free to be eligible for use of the Paleo Friendly™ label. Disallowed Grains and Pseudo-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

### 3.1

All Products should not contain legumes to be eligible for use of the Paleo Friendly™ label. Disallowed Legumes include but are not limited to:

Legumes
Beans, Lentils, Peas, Peanuts, Soy, Tempeh

## 4. Artificial Coloring, Preservatives, and Artificial Sweeteners and Flavor Enhancers

### 4.1

Paleo Friendly™ Products must not contain artificial coloring and preservatives to be eligible for use of the Paleo Friendly™ label. This includes but is not limited to:

Colorings	Preservatives	Artificial Sweeteners	Flavor Enhancers
Coloring Derived from coal, tar, or petroleum	BHA and BHT	Aspartame	Glutamates
FD&C Blue No.1	TBHQ	Potassium Acesulphame	Guanylates
FD&C Blue No. 2	Propionic Acid and Propionates	Cyclamates	Inosinates
FD&C Green No. 3	Sodium Ethyl Para Hydroxybenzonate	Alcohol Sugars	
FD&C Red No. 40	Hexamine, Tetramine	Corn Syrups	
FD&C Yellow No. 5	Potassium Ferrocyanide	Neotame	
FD&C Yellow No. 6	Ethoxyquin		
Tartrazine	Quinolones		
Caramel			



## 5. Allowed Ingredients List

### 5.1

The following ingredients are eligible for use of the Paleo Friendly™ label. They will be amended from time to time as necessary. These ingredients include, but are not limited to:

Meats	Seafood	Fruits	Nuts
Herbivores must be pastured. Pork Products should come from pastured animals. Poultry must be Cage-Free.	Seafood should be wild-caught, with the exception of bivalves.	All fruits are allowed Dried Fruits, Fruit Juices, Berries	All true nuts are allowed
Oils and Fats	Flour	Milks	*Sweeteners
Pastured and Grass-fed tallow, lard, ghee, butter All nut oils including Avocado Oil, Olive Oil, Coconut Oil, High Oleic Sunflower Oil.	All nut flours are allowed Sweet Potato flour, coconut flour, tapioca flour, arrowroot flour, banana flour.	All nut milks are allowed Hemp Milk, Almond Milk, Coconut Milk	honey, stevia, maple syrup, coconut sugar, coconut sap, coconut nectar, date sugar, cane sugar, fruit juice, date sugar, agave nectar, un sulphured molasses
Vegetables	Roots and Tubers	Spices	Teas and Coffee
All vegetables Vegetable Juices Sea vegetables, Seaweed, Algae Green Beans	All roots and tubers	All spices are allowed Sea Salts, Smoked Salts, Salt blends	All teas and coffee are allowed
Seeds	Chocolate	Fermented Foods	Miscellaneous
Sunflower seeds, chia seeds, mustard seeds	Dark Chocolate Grass-fed Milk Chocolate	Vinegars, Sauerkraut, Kimchi, Kombucha, Kefirs.	Gelatin, Collagen, Egg White, Magnesium Stearate, Maltodextrin
Anti-Caking Agents	Mucilages	Stabilizers	Natural Flavors and Coloring
Silicon Dioxide	Psyllium, Chia	Sunflower Lecithin Egg-Derived Lecithin, Gum Arabic, Guar Gum, Xanthan Gum*, Lactic Acid, Citric Acid*, Ascorbic Acid*	Vanillin, Limonene, castoreum, carmine, *stearic acid

\* Source, Substrate, and Amount Dependent

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