



The Paleo Diet® Food Certification

THE ONLY CERTIFICATION PROGRAM APPROVED BY DR. LOREN CORDAIN, THE FOUNDER OF THE MODERN PALEO DIET MOVEMENT

AFTER YEARS OF DEVELOPMENT, The Paleo Diet® has launched a third-party verified food certification program that is based on the peer-reviewed science of researchers like Dr. Loren Cordain and Dr. Boyd Eaton.

When foods are certified by The Paleo Diet®, shoppers can be confident those foods are healthier, better choices on shelves and online.

Sales of natural, organic, and functional food and beverage in the U.S. grew 13% to \$185 billion in 2020, according to New Hope Network, and the demand for these products is

expected to maintain double-digit growth. While many of these foods are viewed as healthful, they frequently are not and often cause confusion for consumers.

From packaged foods to functional beverages to whole-food ingredients, our new food certification brings clarity to 88 million American shoppers seeking better health through paleo, keto, gluten-free, grain-free, dairy-free, anti-inflammatory, and auto-immune nutrition.

Certification from The Paleo Diet® offers manufacturers, retailers, and consumers a science-based standard for better-for-you, healthier foods.



TRUEPALEO™

- No grains, dairy, or legumes
- Only Paleo ingredients
- No added sodium of any kind
- Restricted sweeteners and oil
- No additives
- No GMOs or BE ingredients
- Sustainable agriculture
- Paleo ratios of Omegas, Ca-to-Mg, and K-to-Na



PaleoFLEX™

- No grains, dairy, or legumes
- Only Paleo ingredients
- Limited added sodium of any kind
- Restricted sweeteners and oil
- Limited additives
- No GMOs or BE foods
- Paleo ratios of Omegas, Ca-to-Mg, and K-to-Na



The Paleo Diet® Food Certification Program

Our groundbreaking certification criteria were carefully developed over years by Dr. Cordain's first and last graduate students, Dr. Mark J. Smith and Trevor Connor, M.S. alongside industry experts from food labeling, consumer packaged goods, and sustainability. The Paleo Diet food certification reflects decades of peer-reviewed science.

**TAKE THE GUESSWORK OUT OF HEALTHY EATING.
CERTIFY WITH THE PALEO DIET.**

Founders of The Paleo Diet®



The Paleo Diet, LLC

1320 Pearl St., Ste 310
Boulder, CO 80302 USA
(720) 350-4089
partner@thepaleodiet.com
www.thepaleodiet.com/partners

The Paleo Diet® founded by Dr. Loren Cordain helps people enjoy a spectrum of better health through healthier nutrition. We offer free resources, how-to guides, downloadables, and our industry-leading food certification program.

Official, Exclusive Third-Party Certifier



Where Food Comes From, Inc.

202 6th St., Ste 400
Castle Rock, CO 80104 USA
(303) 895-3002
info@wfcfororganic.com
www.wfcfororganic.com

Where Food Comes From is the only certifying body for The Paleo Diet® food certification. The Paleo Diet® food certification is an industry-leading standard. The Paleo Diet® is not affiliated with any other food certification program.

