



Thank you for your interest in submitting your products for Whole30 Approved® status. Since 2009, the Whole30 program has helped millions of people change the way they eat for the rest of their lives. As the program continues to grow, due in part to our #1 *New York Times* best-selling [The Whole30](#), so does the reputation and exposure of our Whole30 Approved partners.

Our Whole30 Approved® label lets our community know a product is 100% compliant with the rules of our program, and that the producer has been vetted by the Whole30 team. We feel confident that all of our partner companies' offerings, core values, and mission are in line with ours and those of our community.

For more information about our Whole30 program, visit <http://whole30.com>, and read The Whole30: The 30-Day Guide to Total Health and Food Freedom (<http://whole30.com/whole30book>).

WHOLE30 APPROVED® PROGRAM REQUIREMENTS

All products must meet all of these criteria to earn the Whole30 Approved® label.

- **No added sugar of any kind, real or artificial.** No maple syrup, honey, agave nectar, coconut sugar, Splenda, Equal, Nutrasweet, xylitol, stevia, etc. Fruit or fruit juice is the only acceptable sweetener.
- **No alcohol,** with the exception of wine vinegars.
- **No grains.** This includes (but is not limited to) wheat, rye, barley, oats, corn, rice, millet, bulgur, sorghum, amaranth, buckwheat, sprouted grains, and all of those gluten-free pseudo-cereals like quinoa. This also includes wheat, corn, and rice bran, germ, starch, and so on.
- **No legumes.** This includes beans of all kinds (black, red, pinto, navy, white, kidney, lima, fava, etc.), peas, chickpeas, lentils, and peanuts/peanut butter. This also includes all forms of soy: soy sauce, miso, tofu, tempeh, edamame, and soybean oil. Snow peas, sugar snap peas and green beans are the only exceptions.
- **No dairy.** This includes cow, goat or sheep's products such as milk, cream, cheese, kefir, yogurt, ice cream, sour cream, and whey. Clarified butter or ghee are the only exceptions.
- **No unhealthy additives.** Specifically, we forbid carrageenan, MSG and sulfites in any form. Other additives, like citric acid, vegetable gums, or "natural flavors," are allowed on the program.
- **No replicating baked goods, treats, or junk foods.** No "Paleo" pastas, breads, tortillas, pancakes, muffins, cookies, brownies, ice cream, chips, deep-fried anything (including pork rinds), chocolate (with the exception of 100% cacao), cereals, etc. We err on the side of caution with this rule.
- **No fruit smoothies or shakes.** While your smoothie ingredients may be Whole30-compliant, we discourage the consumption of liquid meal replacements on the program.
- **No dried fruit and nut bars.** While these are technically compliant on the Whole30 (as long as the ingredients are compliant), these bars are often used as "sweet treats" on the program, violating the spirit and intention of the Whole30.



- **High quality protein:** All animal protein sources used in Whole30 Approved protein products should come from appropriately fed and humanely raised animals wherever possible. Poultry and pork should be pastured; ruminants should be 100% grass-fed. All animals should be hormone and antibiotic-free.

***NOTE:** By 2021, we will be requiring that all animal protein in Whole30 Approved foods be certified by one of three ASPCA-approved bodies: GAP (Global Animal Partnership), Step 2 or higher; Animal Welfare Approved; or Certified Humane. If your product does not yet have one of these certifications, you will have to obtain one by 2021 to remain Whole30 Approved. (See Appendix A for more.)*

- **All prepared ingredients used must be compliant:** If you are using pre-made or packaged ingredients like mustard, dried cranberries, or bacon in your product, each of these ingredients must be compliant as well.
- **If you have a product line, the majority of items must be Whole30 compliant.** For example, if you have a line of five flavors of jerky and one only is Whole30 compliant, we are unable to promote your company as a Whole30 Approved partner.
- **Your products must be available to the majority of our U.S.-based audience, either in stores or online.** You can sell through your online store, Amazon.com, online markets like [Thrive Market](#), or in retailers throughout the U.S.

Before your initial approval is granted, we need to thoroughly review the product(s) that you believe fit our criteria. Please send us a list of *all* of the ingredients in each product you are submitting for Whole30 Approved status, or point us to the complete ingredient listing on your web site. Please note that we reserve the right to decline partnership, even if your product ingredients are technically compliant.

TESTIMONIALS FROM WHOLE30 APPROVED® PARTNERS

"Our experience in partnering with the Whole30 program has been nothing short of epic! The community of consumers who make purchasing decisions based on Whole30 approval constitutes a powerful voice that our brand is excited to be a part of. Our Whole30 approval has allowed EPIC to associate itself with exceptional food standards and health enthusiasts looking to restore and enrich their lives." –Taylor Collins, Founder, [Epic](#)

"We were able to tap into Whole30's amazing community of engaged and informed practitioners, giving us access to consumers looking to improve health, fitness, and quality of life. Whole30 approval on our products helped Primal Kitchen build brand awareness, engagement, and loyalty for products that consumers trust will taste amazing and be nutritionally beneficial to their health." –Mark Sisson, Founder, [Primal Kitchen](#)

"Whole30 approval changed the game for us from an e-commerce standpoint. We were able to reach people that we wouldn't normally be able to reach. More people email us to thank us for making a Whole30 Approved product than you would believe. It has been absolutely awesome." – Greg Vetter, CEO, [Tessemæ's All Natural](#)

"We had compared different Paleo certifications and ultimately selected Whole30 Approved for our dairy-free brand. We were drawn to Melissa's unwavering passion and the dedication of her staff to help transform people's relationship with food. Following our Whole30 Approved announcement, sales have risen ten-fold, our social media following has grown, and it has transformed our brand awareness." –Madeline Haydon, Founder, [nutpods](#)



BENEFITS OF WHOLE30 APPROVED® PARTNERSHIP

- **Consumer visibility.** Our website traffic in 2018 averaged 1.25 million unique visitors a month. Our combined social media reach exceeds 3.1 million fans and followers, and our newsletter reaches 487,000 subscribers. Partnership with us guarantees that your product will be visible and promoted to our loyal community, 86% of which is based in the U.S.
- **Retail visibility.** The Approved designation also helps get your products into more retailers and sales channels, and increases visibility and sales in stores.

Food Navigator: [Applegate Teams with Whole30 to expand the reach...](#)

Food Navigator: [Whole30 certification helps brands boost exposure, sales, and shelf space](#)

Food Navigator: [Zupa Noma... teams with Whole30 to stand out in drinkable soup category](#)

Food Business News: [What It Means, and Why You'll See More of It in 2018](#)

The New Hope Network: [5 Craveable Products with the Whole30 Approved Stamp](#)

"Whole30 has made a significant impact on our growth within national and regional retailers. We've received multiple requests from grocers and brokers to move our "WHOLE30 APPROVED" logo from the back of the label to the front. Grocery buyers and consumers are now considering the Whole30 logo a claim. As a manufacturer with national presence, being a Whole30 partner has given us unmeasurable ROI." –Hima Pal, Founder and CEO, Tin Star Foods

- **At-a-glance recognition.** Our Whole30 Approved logo is instantly recognizable to members of our community and consumers familiar with our *New York Times* bestselling books. Placement of our label on your products and website means our followers will automatically prefer your services in a health food market that is often confusing and stress-inducing.
- **Speaks to a huge range of consumers.** The Whole30 Approved designation shows a huge number of consumers *outside* of the Whole30 community that the product or meal fits their dietary standards, including those looking for Paleo, Primal, gluten-free, dairy-free, soy-free, or no added sugar.
- **Customer loyalty.** Health-conscious consumers are always looking for brands they can trust, and quality products they can rely on. This holds even more true for members of our community. Product offerings that meet our stringent guidelines are often difficult to find, and our participants are fiercely loyal to the companies who take the time to go through this approval process.
- **Partner loyalty.** We (and our legal team) aggressively protect our Whole30 registered trademark, and will ensure that your competitors aren't using our good reputation and credibility to market their products without a license. This protects your investment, and means the Whole30 Approved logo is a mark your customers will always be able to rely on.
- **Increased sales.** Our Whole30 Approved vendors have all reported an increase in website traffic, social media followers, sales, new customers, and returning customers as a result of our partnership program and promotional efforts.

"Our online sales have grown 10x since we partnered with Whole30, from a base that was already pretty significant." -Geoff Hayden, CFO, nutpods



APPENDIX A: WHOLE30 APPROVED AND THE ASPCA

Compassionate treatment of animals is a universal value, and a particularly important aspect of our Whole30® values and Whole30 Approved® program. We are sure you also care deeply about farm animals, and have already put effort into procuring from better farms and ranches for your Products.

As the Whole30 Approved program grows, it's even more important that we maintain a comprehensive framework around what "high-quality animal protein" means to us, and create standards such that all of our partnerships reflect the same values. Our goal is to ensure that good care for animals is reflected in the values of our community, enhances our positive impact on the food system, keeps pace with the animal welfare movement, and reaches new audiences. As such, we are taking an exciting step in partnering with the ASPCA.

The ASPCA runs a program called [Shop With Your Heart](#), which endorses three independent certification programs for meat and egg products: [Animal Welfare Approved](#), [Global Animal Partnership](#) (Step 2 or higher) and [Certified Humane](#). These three programs represent a spectrum of farming systems, but all ensure basic standards are met, are science-based and transparent, are audited for compliance, and earn brands a seal to showcase distinction. The ASPCA directly promotes brands that have these certifications to their supporter base of over 6.5 million Americans.

Here is what this means for you, our Whole30 Approved partners: **To continue our partnership and maintain a valid license to use our Whole30 Approved trademark, all of your Whole30 Approved products containing animal ingredients must earn one of these certifications by January 31, 2021.** This should allow your procurement team sufficient time and a smooth process to speak with your current suppliers about earning an animal welfare certification, and/or for you to find already certified suppliers that meet your specs. We suspect many of you have already or are already well on your way to meeting this requirement, but if needed, the ASPCA will help you locate certified suppliers. Should you need assistance choosing a certification or have questions during a certification process, please contact Nancy Roulston at the ASPCA (nancy.roulston@aspc.org) for help.

If you are unable to provide the necessary documentation come January 31, 2021, any existing Whole30 Approved license will be revoked and you will be removed from the Whole30 Approved program. No licensing fees will be reimbursed or prorated.

What if I have already been certified?

If you have already met the standards of one of the certification programs above for all of your qualifying Whole30 Approved offerings, please submit proof with your Whole30 Approved application.