



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](#) (more than 3 million copies sold), so does the reputation and exposure of our Whole30 Approved partners.

Our Whole30 Approved® label lets our community know a product is 100% compatible 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 [whole30.com](https://www.whole30.com), and read The Whole30: The 30-Day Guide to Total Health and Food Freedom ([whole30.com/whole30book](https://www.whole30.com/whole30book)).

WHOLE30 APPROVED® PROGRAM REQUIREMENTS

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

Before your initial approval was granted, we thoroughly reviewed your product (including a detailed list of all of your ingredients), and sampled your product(s) personally. To meet approval, your product has proven to have met all of the following criteria:

- **No added sugar of any kind, real or artificial.** No maple syrup, honey, agave nectar, Splenda, Equal, Nutrasweet, xylitol, stevia, etc. Fruit juice is the only acceptable sweetener on the Whole30.
- **No alcohol,** with the exception of organic red or white wine vinegar.
- **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.), chickpeas, lentils, and peanuts/peanut butter. This also includes all forms of soy – soy sauce, miso, tofu, tempeh, edamame, and soybean oil. Green peas, split peas, snow peas, sugar snap peas and green beans are the only exceptions allowed on the program.
- **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 allowed on the program.
- **No replicating dessert or junk food choices.** Do not replicate baked goods, treats, or junk food –no pancakes, pizza, brownies or ice cream.
- **High quality protein:** All animal protein sources used in Whole30 Approved protein products should come from appropriately fed and humanely raised animals whenever available. Poultry and pork should be pastured; ruminants should be grass-fed and finished. All animals should be hormone and antibiotic-free.



- **All prepared ingredients used must be compatible:** If you are using pre-made or packaged ingredients like mustard, dried cranberries, or bacon in your product, each of these ingredients must be compatible as well.
- **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 compatible.

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 Approved 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](#)

"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](#)