



Nature's Healthiest® Certification

NHC 2.0
Original 0115
Revision 0117

Certification Criteria – General Guidelines

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The following *General Guidelines* have been identified as optimal characteristics in any product certified as *Nature's Healthiest®*. In determining criteria both the product and packaging are considered. The *General Guidelines* listing is subject to updates as nutrition and scientific research adds to our understanding. A product that meets these criteria will not be guaranteed certification as criteria in all areas of certification must be met.

General Guidelines

Criteria	Comments
No GMO ingredients or feed components	non-GMO Project verified; tested GMO free (not required if NonGMO Project Verified or certified organic)
100% whole grains	minimally processed
Expeller-pressed or cold-pressed oils	no solvent extracted oils
No bleached or brominated flours	artificially processed
No irradiated foods, no irradiated components	artificially treated
No hormones used in raising	not allowed for USDA "Natural" claim
No antibiotics used in raising	not allowed for USDA "Natural" claim
No animal by-products in feed	not allowed for USDA "Natural" claim
No GMO feed components	genetically modified
Poultry – all natural	must meet USDA guidelines
Meats	grass fed – feed given to livestock throughout lifetime will be reviewed
Fish – wild, sustainable organic farms, no GMO feed components	safe and sustainable habitat or farming, no genetically modified fish or feed
Low 4-methylimidazole (4-MEI)	exposure health concerns
No BPA (bisphenol-A)-free cans and plastic used in packaging	exposure health concerns
No lead soldering – in can-packaged items	exposure health concerns
No Phthalates (DEHP)	exposure health concerns
Minimally processed	see application form NHC105.1
Sustainably sourced	see application form NHC104.1