

CERTIFIED PLANT BASED VS. VEGAN



The Certified Plant Based label makes it easy to find meat, egg and dairy replacements. While the Vegan label may be applicable to some of the products Certified Plant Based covers, there are some key differences between the two labels.

- > While Certified Plant Based provides the same animal-product free assurance as the vegan label, it reaches more consumers. In the U.S. **39 percent of consumers** are trying to eat more plant-based foods while only **3 percent are vegan**. Vegan is a specific lifestyle and label, while plant-based includes a wider breadth of people who practice Meatless Mondays or are flexitarian.
- > Certified Plant Based focuses on plant-based meat, egg and dairy alternatives, while the vegan label can be applied to a wide range of food and non-foods. For our mark, only plant-based foods that are intended to replace animal-based products such as meat, egg and dairy alternatives are eligible.
- > Certified Plant Based products are independently verified by NSF International and must pass its review before the label can be used. Meanwhile the vegan label does not require independent verification. Independent verification provides a higher level of objectivity and integrity to claims.
- > Certified Plant Based limits the amount of non-plant-based additives to 5 percent which is stricter than the vegan label claim.
- > When certification is granted for Plant Based Food Association members, there is no Certified Plant Based label licensing fee. For non-members, licensing fees are not based on sales revenue.

Contact us at plantbased@nsf.org to learn more.

NSF INTERNATIONAL

1495 Canyon Blvd #221, Boulder, CO 80302 | plantbased@nsf.org | www.valuesverified.org