

Organic

Substantiation Requirements [PRIVILEGED AND CONFIDENTIAL/ WORKING DRAFT]

***This guide applies to products sold in the US market. It is not intended to apply to products sold or marketed internationally.**

Product Scope

This standard is applicable to all product types.

Regulatory Requirements

USDA defines “organic” as a labeling term for food or other agricultural products that have been produced using cultural, biological, and mechanical practices that support the cycling of on-farm resources, promote ecological balance, and conserve biodiversity in accordance with the USDA organic regulations.

Claim Language

The requirements in this standard are applicable to organic claims and the following variants:

- USDA Organic logo (food & dietary supplements)
- Organic certification logo (non-food products)

Omnichannel Merchant Requirements

Substantiation Requirements

Before representing a product as “organic” in any omnichannel initiative, the Merchandising team must ensure that at least one of the following requirements are met:

Food products:

- The organic claim, USDA Organic logo and the certifying body are on the packaging

Non-food products:

- The organic claim and/or the organic certification seal is on the packaging.

Additional Requirements

As part of the omnichannel initiative, the following or similar statement should be prominently displayed to consumers: “These products have been identified by the manufacturer as organic. Always check the label to ensure the product aligns with your dietary preferences”. Modifications to this language should be escalated to Consumer Protection Compliance.

Exceptions

At this time, marketplace food products are not allowed to participate in organic omnichannel initiatives unless the product is also a 1P item.

Private Brand Requirements

Substantiation Requirements

Before representing a private brand product as “organic” on the packaging or in any omnichannel initiative, the supplier must ensure the following requirements are met:

- The supplier must complete and provide in the specification system a Supplier Acknowledgment of Expectations for the organic claim; **AND**
Food products:
 - The organic claim, USDA Organic logo, or organic certification logo is on packaging; **AND**
 - The supplier provides a third-party certification indicating the product is organic.
- Non-food products:
 - The organic claim, USDA Organic logo, or organic certification logo is on packaging; **AND**
 - The supplier provides a third-party certification indicating the product is organic.

Qualifications

In accordance with USDA National Organic Program, the certifying body must be listed on the label.

Exceptions

See [7 CFR 205.101, Exemptions from certification](#).

Applicable to omnichannel initiatives: Non-GMO foods can be considered organic.

Ongoing Substantiation Requirements

The supplier must maintain the certification, and update upon its expiration by immediately uploading it to the Walmart/Sam’s Club specification system.

Recognized Certifying Bodies*¹

*Please refer to the Seals and Certification Standard for additional requirements.

- Access the link to find an [accredited certifier](#)

Continuing Obligation to Defend and Indemnify

As a private brand supplier to Walmart Inc., the supplier is solely responsible for the accuracy of all product labeling and claims. Compliance with the requirements outlined in the “Product and Packaging Claims - Substantiation Requirements for Private Brands”, or any label review conducted by or at the request of Walmart Inc., in no way impacts contractual defense and indemnity obligations to Walmart Inc. as set forth in the Supplier Agreement for all claims related to merchandise, including claims related to the labeling.

Version History				
Version	Approved By	Revision Date	Description of Change	Author
1.0			Original version was drafted.	Kathy Cuevas, Elizabeth Stoll

¹ For private brand products’ certifications, Walmart Inc. must enter into a license agreement, along with the supplier.