

# Plant-Based

## 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

These requirements are applicable to food, consumables, and general merchandise products.

**Plant-based colors are out of scope for this standard. Please see the “plant-based colors” standard for information on that claim.**

### Claim Language

The requirements in this document are applicable to “plant-based” claims and the following variants:

- Plant based
- Made from plants
- Plant-based ingredients
- % Plant-Based ingredients
- Made with plant-based \_\_\_\_\_
- Made with \_% of plant-based ingredients

### Definitions

**Plant-Based:** Refers to products, ingredients, or components derived from plants that are not subject to chemical modification or processing.

### Omnichannel Merchant Requirements

The approved claim to be used in Walmart and Sam’s Club omnichannel initiatives is **“made with plant-based ingredients”** or **“made with plant-based components.”**

Plant-Based claims **cannot** be inferred from an ingredients list or external sources.

## Substantiation Requirements

Before representing a product as “**made with plant-based ingredients**” or “**made with plant-based components**” in any omnichannel initiative, the Merchandising team must ensure that the following requirement is met:

- The plant-based claim or one of the variants listed above is on the packaging

## Additional Requirements

As part of the omnichannel initiative, the following or similar statement should be prominently displayed to consumers in initiatives that include food products: “These products have been identified by the manufacturer as plant based or made with one or more plant-based ingredients. Always check the label to ensure the product aligns with your dietary preferences”, or in initiatives that do not include food products: “These products have been identified by the manufacturer as plant based or made with one or more plant-based components”. Modifications to this language should be escalated to Consumer Protection Compliance.

## Vegan

Products with on pack vegan claims can participate in plant-based omnichannel initiatives.

## Private Brand Requirements

The approved claims to be used in Walmart and Sam’s Club on private brand packaging are “**plant-based\***”, “**\_\_% plant-based\***” or “**made with plant-based [specify the ingredient/component]**”.

## Substantiation Requirements

Before representing a private brand product as “plant-based\*”, “\_\_% plant-based\*” or “made with plant-based [ingredients/components]” on the packaging or in any omnichannel initiative, the supplier must ensure the following requirements are met:

- Complete and provide in the specification platform a Supplier Acknowledgment of Expectations for the plant-based claim, **AND**

- Provide a third-party certification from a certifying body recognized by Walmart indicating the product is plant-based or contains plant-based ingredients/components, **or**
- Provide raw material specifications and detailed manufacturing process to be reviewed by a third-party of Walmart/Sam's Club chosen to confirm product meets the following requirements:
  - No animal derived ingredients/components, adjuvants, or processing aids, **AND**
    - Food products must also confirm:
      - Includes foods from whole grains, nuts, seeds, and/or legumes (peas, beans and other pulses), vegetables, fruits, fungi, and algae.
    - Non-food products must also confirm:
      - Minimally processed

## Label Requirements

- Consult the Proofing Standard or Brand Guide as it may contain additional brand requirements.
- Products that contain natural and synthetic ingredients, the ingredient list must clearly state that the product includes synthetic ingredients (ex. Natural and Synthetic Ingredients” followed by a listing of ingredients that clearly distinguishes plant-based ingredients from synthetic ingredients.
- When using the claims “plant-based\*” or “\_\_% plant-based\*”, the asterisk should link to the ingredient list. If the ingredients list is not on the same panel as the claim, the asterisk should link to a disclaimer on the same panel that states “\*see ingredients.” Claims referencing the percentage, the packaging must specify the measuring criteria (ex. by weight).

### Food Products:

- “Plant-Based” shall be the most prominent text, except for the brand, on the principal display panel of products that are traditionally of animal origin.
- If plant-based item is marketed as an alternative to milk (i.e. ‘Almond Milk’) and is not nutritionally equivalent to animal derived milk based on USDA’s Food and Nutrition Service Fluid Milk Substitutes Nutrient Criteria, then the principal display panel must include a nutrient statement “Contains a lower amount of \_\_\_\_\_ than \_\_\_\_\_”.
- If plant-based item is in direct replacement of a meat-based item (ex: plant-based patties replacing ground beef patties) and the items are not nutritionally equivalent (use 80/120 rule for guidelines), then the

principal display panel must include a nutrient statement “Contains a lower amount of \_\_\_\_ than \_\_\_\_”.

- Nutrient statement must be either adjacent to the product name with no intervening material OR connected to the product name with a symbol.

## Exceptions

- “Single ingredient raw foods” such as fruits and vegetables are not eligible.
- Ingredients/Components that are traditionally made from plants are not eligible.
- Foods which include an allergen advisory statement for milk, eggs, fish, or crustacean shellfish are not eligible.

## Ongoing Substantiation Requirements

- If a certification was provided the supplier must ensure the certification is maintained annually and stored in Walmart’s or Sam’s Club’s product specification platform.
- If the specifications and manufacturing process were reviewed by a third-party of Walmart/Sam’s Club, these must be reviewed by a third-party of Walmart’s or Sam’s Club’s choice every time the product is reformulated, or the label is updated.

## Recognized Certifications\*<sup>1</sup>

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

- Plant Based Foods Association
- Food Chain ID Plant-Based Certification

## 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

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



Version	Approved By	Revision Date	Description of Change	Author
1.0			Original version was drafted.	Kathy Cuevas, Nathan Traw

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