SUSTAINABLE CERTIFICATIONS

WHAT TO LOOK FOR, HOW TO AVOID GREENWASHING

CATEGORY	ICONS (THIRD PARTY CERTIFIED)	UNVERIFIED CLAIMS
From Animals	USDA ORGANIC, ANIMAL WELFARE APPROVED, ANIMAL WELFARE CERTIFIED CertifiedGAP.org, American Grassfed, CERTIFIED HUMANE RAISED & HANDLED, American Humane CERTIFIED	"Pasture Raised" - no official standard "Grass Fed" - prove it! "All Natural" - has nothing to do with animal treatment "No Hormones" - the USDA bans hormones in chickens "Cage Free" - most meat chickens are raised this way "Responsibly Farmed" - prove it!
From the Sea	MSC www.msc.org, FARMED RESPONSIBLY asc CERTIFIED ASC-AQUA.ORG, BAP CERTIFIED	"Wild Caught" - not always better for the environment Caught from a specific place - not always better "Fresh from the coast" - what coast? "Ocean Friendly" - prove it!
From the Ground	USDA ORGANIC, FAIRTRADE, FAIR TRADE CERTIFIED, RAINFOREST ALLIANCE CERTIFIED, BIRD FRIENDLY Smithsonian	"Organic" - prove it! "Farm Fresh" - meaningless claim "Locally Sourced" - what's the definition of local? "Green, Sustainable, or Natural" - prove it!

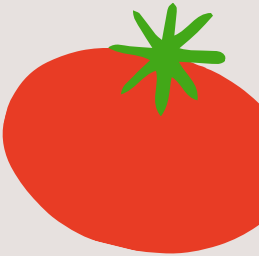
SUSTAINABLE SHOPPING POCKET GUIDE

CATEGORY	ICONS	WHAT IT'S NOT
From Animals		"Pasture Raised" "Grass Fed" "All Natural" treatment "No Hormones" "Cage Free" "Responsibly Farmed"
From the Sea		"Wild Caught" Caught from a specific place "Fresh from the coast" "Ocean Friendly"
From the Ground		"Organic" "Farm Fresh" "Locally Sourced" "Green, Sustainable, or Natural"

THINK BEFORE YOU SHOP:

- Don’t forget your reusable bags!
- Buy what you need, stick to a list
- Shop organic when you can
- Prioritize plant based items
    - Protein ideas: tofu, lentils, beans, quinoa, tempeh
- Be mindful of greenwashing claims





RESOURCES

Certified Humane

USDA Organic

Seafood Watch

Seasonality Chart

