



Natural Guidelines

GROW Nebraska™ refers to Whole Foods Guidelines and Burt's Bees Guidelines and tries to use, whenever possible, the same standards. This makes it easier for a manufacturer to produce a natural product and most importantly, it is easier for the consumer to identify a natural product.

Food Products

Natural by definition is unadulterated by artificial additives, sweeteners, colorings, and preservatives.

Unacceptable Food Ingredients

acesulfame-K (acesulfame potassium)
acetylated esters of mono- and diglycerides
ammonium chloride
artificial colors
artificial flavors
aspartame
azodicarbonamide
benzoates in food
benzoyl peroxide
BHA (butylated hydroxyanisole)
BHT (butylated hydroxytoluene)
bleached flour
bromated flour
brominated vegetable oil (BVO)
calcium bromate
calcium disodium EDTA
calcium peroxide
calcium propionate
calcium saccharin
calcium sorbate
calcium stearoyl-2-lactylate
caprocaprylobehenin
carmine (see cochineal)
certified colors
cochineal (carmine)
cyclamates
cysteine (l-cysteine), as an additive for bread products
DATEM (Diacetyl tartaric and fatty acid esters of mono and diglycerides)
dimethylpolysiloxane
dioctyl sodium sulfosuccinate (DSS)
disodium calcium EDTA
disodium dihydrogen EDTA
disodium guanylate
disodium inosinate
EDTA
ethyl vanillin
ethylene oxide
ethoxyquin
FD & C colors
fois gras
GMP (disodium guanylate)
hexa-, hepta- and octa-esters of sucrose
hydrogenated oil (fat)
IMP (disodium inosinate)
irradiated foods
lactylated esters of mono- and diglycerides
lead soldered cans
methyl silicon
methylparaben
microparticulated whey protein derived fat substitute
monosodium glutamate (MSG)
natamycin
nitrates/nitrites
partially hydrogenated oil
polydextrose
potassium benzoate
potassium bisulfite
potassium bromate
potassium metabisulfite
potassium sorbate
propionates
propyl gallate
propylparaben
saccharin
sodium aluminum phosphate
sodium aluminum sulfate
sodium benzoate
sodium bisulfite
sodium diacetate
sodium glutamate
sodium nitrate/nitrite
sodium propionate
sodium stearoyl-2-lactylate
sodium sulfite
solvent extracted oils, as standalone single-ingredient oils (except grapeseed oil)
sorbic acid
sucralose
sucroglycerides
sucrose polyester
sugar alcohols* (for reduced sugar products only see sugar information on page 2 for more info)
sulfites (sulfur dioxide)
TBHQ (tertiary butylhydroquinone)
tetrasodium EDTA
vanillin

Meat Products

GROW Natural meat products are from animals that have never been:

- fed sub-therapeutic levels of antibiotics
- administered any antibiotic treatment past the age of 6 months
- treated with any hormone containing products
- fed animal byproducts

Organic Products

Any items labeled as organic foods must have an organic certification and paperwork stating so must be able to be shown to GROW Nebraska upon request.

Sugar Free, No Sugar Added and Fat Free Products

The definition of “Free” when used on a food label.

This term means that a product contains no amount of, or only trivial or “physiologically inconsequential” amounts of, one or more of these components: fat, saturated fat, cholesterol, sodium, sugars, and calories.

Sugar Alcohols

None of the GROW Nebraska natural products stating reduced sugar, sugar free, and the like may contain sugar alcohols. Sugar alcohols are sweeteners that produce a smaller rise in blood glucose than other carbohydrates. Their calorie content is about 2 calories per gram. **Includes erythritol, hydrogenated starch hydrolysates, isomalt, lactitol, maltitol, mannitol, sorbitol, and xylitol. Also known as polyols.**

Sugar Definitions

Sugar Free

Sugar free labels must contain less than 0.5g sugars per reference amount and per labeled serving (or for meals and main dishes, less than 0.5g per labeled serving). No ingredient that is a sugar or generally understood to contain sugars can be present.

The definition for “sugar free” includes the requirement that any food that is not low or reduced in calorie disclose that fact. Consequently, the definition for “sugar free” includes the requirements that the food be labeled with the claim low calorie or reduced calorie if it is indeed lower in calories. The disclaimer statement, when required, must accompany the claim each time it is used, and must appear prominently and conspicuously.

Low Sugar

There is no definition for low sugar and basis for recommended intake. Items labeled as low sugar and not necessarily considered natural foods by GROW Nebraska.

Reduced or Less Sugar

Reduced or less sugar labels must have at least 25% less sugars per referenced amount than as an appropriate referenced food. The identity of the reference food and the % or fraction that the sugar differences between the foods must be declared in immediate proximity to the most prominent, product. For example, “these corn flakes contain 25% less sugar than our sugar coated corn flakes” or quantitative information making the comparison like “sugar content has been lowered from 8g to 6g per serving.” You may not use this claim on dietary supplements or vitamins and minerals.

No Added Sugars and Without Added Sugars

No Sugar Added labels are allowed if no sugar or sugar containing ingredient is added during processing. You must state if food is not low or reduced calorie.

Unsweetened and No Added Sweeteners

The terms unsweetened and no added sweeteners remain as factual statements.

Body Care

Our natural body care line follows the natural standard of Burt’s Bees. Burt’s Bees is working with the industry to develop a universally recognized and regulated standard and corresponding seal that they hope will go on all products that meet the following criteria.

All body care products that are labeled “Natural” must:

- * Be made with at least 95% truly natural ingredients
- * Contain no ingredients with any potential suspected human health risks
- * Use no processes that significantly or adversely alter the purity/effect of the natural ingredients

What “natural” is:

- * Ingredients that come from a purposeful, renewable/plentiful source found in nature (flora, fauna, mineral)
- * Processes that are minimal and don’t use synthetic/harsh chemicals, or otherwise dilute purity

When a non-natural ingredient can be used:

- * Only when there is no viable natural alternative ingredient available and
- * Only when there are absolutely no suspected potential human health risks

Ingredients that should never be used:

- * Parabens — Synthetic preservatives that are potential toxins and endocrine disrupters
- * Sulfates (sodium lauryl/laureth sulfate) — Synthetic cleansing agents that potentially damage the lipid layer of your skin
- * Chemical Sunscreens (parsol 1789/oxybenzone) — Synthetic sunscreens that get absorbed and potentially disrupt hormone balance
- * Petro Chemicals (petrolatum/mineral oil/paraffin) — Non-renewable byproducts of crude oil with potentially dangerous impurities
- * Glycols — Synthetic chemicals that potentially draw other chemicals into the bloodstream
- * Phthalates — Synthetic fragrance components that are potential toxins
- * PEGs or PPGs — Synthetic ingredients processed with ethylene oxide, a toxic residual impurity
- * DEA/TEA — Synthetic stabilizers that can react with other ingredients in products and form nitrosamines, known carcinogens
- * Formaldehyde Donors (DMDM hydantoin/ diazolidinyl urea/ methylisothiazolinone) — Potential effect of some preservatives degrading over time and releasing small amounts of formaldehyde, a known carcinogen
- * 1, 4-Dioxanes — Accidental by-products from ethoxylation (common ingredient processing), which are not declared on ingredient labels and are classified as possible carcinogens

Processes that should never be used:

- * Ethoxylation, sulfonation, polymerization and unfavorable varieties of quaternization — Industrial processes using caustic solvents that leave residual compounds and impurities that may end up concealed in the final consumer product

Other Products

GROW Nebraska does not limit natural products to just food and body care. If you feel you have a natural product, please contact us at info@grownebraska.org or 888.GROW.NEB so we can assist you in determining its natural content. Such items may include yarns, inks, papers, decorative pieces, etc.