



CONSUMERS TRUST VERIFIED LABELS

We Make Them Simple.



HOW CPG CERTIFICATIONS BOOST RETAIL SUCCESS

A Guide for Food & Beverage Brands

INTRODUCTION: WHY CERTIFICATIONS MATTER

In today's crowded food and beverage market, standing out on retail shelves is harder than ever. Certifications can be the key to unlocking new retail opportunities, increasing consumer trust, and differentiating your brand from competitors. But which certifications are right for your brand, and how do you navigate the process efficiently? This guide will walk you through how certifications can elevate your retail success and provide a roadmap to getting certified with ease.

HOW CERTIFICATIONS BUILD TRUST & DRIVE SALES

- **Retailer Confidence:** Many retailers require or prefer products with certifications that align with their sustainability and quality standards. Having the right certifications can help you secure retail shelf space.
- **Consumer Trust & Loyalty:** Certifications serve as third-party validation, reassuring consumers about the quality, safety, and sustainability of your products.
- **Market Differentiation:** In competitive categories, certifications help products stand out by showcasing unique selling points such as Organic, Upcycled, or Non-GMO ingredients.
- **Regulatory Compliance:** Many certifications help brands meet legal and regulatory requirements, reducing risk and ensuring a smoother retail process.
- **Stronger Sales Velocity & Premium Pricing:** Certifications often support higher sales velocities and enable brands to command price premiums over conventional peers. For example, data from SPINS show that Certified Regenerative Organic products are commanding premiums of 94%+ over non-certified counterparts.

RETAIL TRENDS: THE POWER OF CERTIFICATIONS IN THE CPG INDUSTRY

Certifications are no longer just a nice-to-have; they are becoming a necessity in the retail space. Here's why:

- **Certified Products Are Gaining Shelf Space:** Products with sustainability and health-related certifications are increasingly prioritized by major retailers. According to their 2023 Impact Report, Whole Foods Market offers over 41,000 certified organic products and 154 certified regenerative products across its stores. In 2024, Sprouts Farmers Market carried more than 6,500 distinct organic items, and approximately 30% of all products sold were non-GMO, including thousands verified by the Non-GMO Project.
- **Consumers Are Willing to Pay More:** The Simon-Kucher 2024 Global Sustainability Study that surveyed over 6000 consumers across six countries, found that 54% of consumers are now willing to pay more for sustainable products, up from 35% in previous years.
- **Retailers Are Setting Higher Standards:** Major chains like Walmart, Target, and Kroger are prioritizing products with verified sustainability claims, making certifications a key factor in retail acceptance.
- **Transparency Is a Key Purchase Driver:** Shoppers are more informed than ever. A 2023 NYU Stern Center study found that sustainability-marketed products grew 2.7x faster than conventional products and drove over 50% of market growth despite

representing only 17% of the market. Certifications provide this sought-after transparency.

KEY CERTIFICATIONS FOR FOOD & BEVERAGE BRANDS

Below are the most impactful certifications for retail success:

- 1. Upcycled Certified® (*Owned & Operated by Where Food Comes From, Inc.*)**
 - Recognized by retailers and sustainability advocates for reducing food waste.
 - Helps brands meet consumer demand for circular economy solutions
- 2. Non-GMO Project Verified**
 - The gold standard for Non-GMO claims in North America.
 - Trusted by retailers who prioritize clean-label products.
- 3. USDA Organic**
 - Required for brands selling organic food and beverages in the U.S.
 - Builds trust with health-conscious and sustainability-focused consumers.
- 4. CARE Certified (*By Where Food Comes From, Inc.*)**
 - A comprehensive certification program that covers Animal Welfare, Environmental Stewardship, and People & Community welfare, providing brands with a holistic sustainability approach.
- 5. Regenerative Organic Certified ®**
 - Demonstrates commitment to soil health, animal welfare, and social fairness.
 - Gaining traction among retailers looking to support regenerative agriculture.
- 6. Paleo Diet Certification**
 - Appeals to health-conscious consumers following paleo, keto, and low-carb diets.
- 7. Plant-Based Certification (*By Where Food Comes From, Inc.*)**
 - Ensure products meet strict plant-based standards.
 - Unlike other plant-based certifications, our program includes rigorous traceability and on-site auditing, giving retailers and consumers confidence in your supply chain integrity.
- 8. Gluten-Free Certification (*By Where Food Comes From, Inc.*)**
 - Vital for brands targeting the growing gluten-free market.
 - Helps ensure compliance with FDA gluten-free labeling requirements, while also offering third-party assurance for sensitive consumer segments, an important differentiator in crowded categories.
- 9. Grass-Fed Certification (*By Where Food Comes From, Inc.*)**
 - Validates strict grass-fed sourcing and production methods.

- Unlike broader animal welfare labels, this certification offers precise sourcing claims ideal for premium meat and dairy brands.

STEPS TO STREAMLINE YOUR CERTIFICATION PROCESS

Navigating the certification process doesn't have to be complicated. Follow these steps to make it seamless:

Step 1: Identity the Right Certifications

- Assess your target market, retailer requirements, and consumer preferences.
- Research which certifications align with your brand values and product attributes.

Step 2: Choose an Accredited Certifier

- Work with reputable certification bodies like Where Food Comes From, Inc., which offer multiple certification services under one roof.

Step 3: Gather Documentation & Prepare Your Application

- Ensure all necessary documentation, such as ingredient sourcing, supply chain transparency, and labeling compliance, is in order.
- Reach out for guidance if needed to avoid delays.

Step 4: Submit & Complete Audits

- Some certifications require on-site or remote audits. Proper preparation will help you pass these efficiently.

Step 5: Market Your Certification

- Once certified, showcase your certification labels on packaging, marketing materials, and digital platforms.
- Educate consumers about what the certification means and how it adds value to your product.

CONCLUSION: TAKE THE NEXT STEP TOWARD CERTIFICATION SUCCESS

Certifications are more than just labels. They are powerful tools that open doors to retail success. By investing in the right certifications, you can strengthen retailer relationships, build consumer trust, and future-proof your brand in an evolving marketplace.

READY TO TAKE YOUR BRAND TO THE NEXT LEVEL?

Let's get your products certified and shelf-ready. Contact Where Food Comes From, Inc. to start the process today. [**CERTIFICATION STARTS HERE. GET YOUR FREE QUOTE TODAY!**](#)