



WELCOME TO
**UPCYCLED
CERTIFIED**



WHAT IS UPCYCLED CERTIFIED?

The Upcycled Certified Standard, which is the only third-party certification program promoting upcycling, is designed to reduce food waste by promoting the upcycled food economy. Upcycled products use ingredients that have full nutritional value but for various reasons would have gone to waste.

Operators that grow, produce, manufacture, process, and trade in food, beverages and other food-related products are eligible to apply for Upcycled Certified. These operators must demonstrate that ingredients they handle have been procured and produced using verifiable supply chains.



TAKE ADVANTAGE OF BUNDLING OPPORTUNITIES!

Bundling your certification program with WFCF gives you an advantage by reducing costs and simultaneously streamlining your entire certification process.

When you choose to work with WFCF, you can be confident that you are partnering with the best in the industry, ensuring the highest standards of excellence.





WHY SHOULD YOU BECOME UPCYCLED CERTIFIED?



21%

sales growth of Upcycled products observed from 2021 to 2022.*



62%

of consumers are willing to pay more for a product that fights food waste.*



70%

of consumers had increased intent to buy Upcycled Certified foods when the mark was on packaging.**



95%

of consumers see food waste as an issue.***

Sources: * Innova Market Insights
** Hartman Group
*** Upcycled Food Foundation





Together we can forge a new path to create a better, more resilient food system for all.

GET
CERTIFIED
TODAY



wherefoodcomesfrom.com/upcycled

