

The Paleo Diet® Certification Sets New Standard in Fastest Growing Segments of the Food Market

Research-driven certification program distinguishes innovative better-for-you brands through scientific rigor

DENVER, CO, UNITED STATES, February 26, 2025 /EINPresswire.com/ -- For millions of consumers



Certification by The Paleo Diet® is more than a stamp of approval—it's a signal of trust and authenticity"

Trevor Connor, CEO of The Paleo Diet®

seeking healthier food options in crowded grocery aisles, identifying [minimally processed](#) products can be confusing. With the global [Paleo](#) food market expected to nearly double from \$11.2 billion in 2023 to \$19.4 billion by 2033, The Paleo Diet® has revitalized its certification program to provide clarity, credibility, and a trusted standard for food brands and consumers alike.

The Paleo Diet® certification introduces updated variations of the PaleoFLEX™ and TRUEPALEO™ certifications, allowing brands to highlight specific differentiators such as "minimally processed" or "low sugar."

"Certification by The Paleo Diet® is more than a stamp of approval—it's a signal of trust and authenticity," says Trevor Connor, CEO of The Paleo Diet®.

"As pioneers of the Paleo movement, we're proud to offer brands a pathway to connect with a loyal, health-conscious audience while validating their commitment to transparency and quality. Certification isn't just about meeting a standard — it's a deeper embrace of the legacy of science-backed nutrition and a commitment to empower consumers in making confident, informed choices," continued Connor.

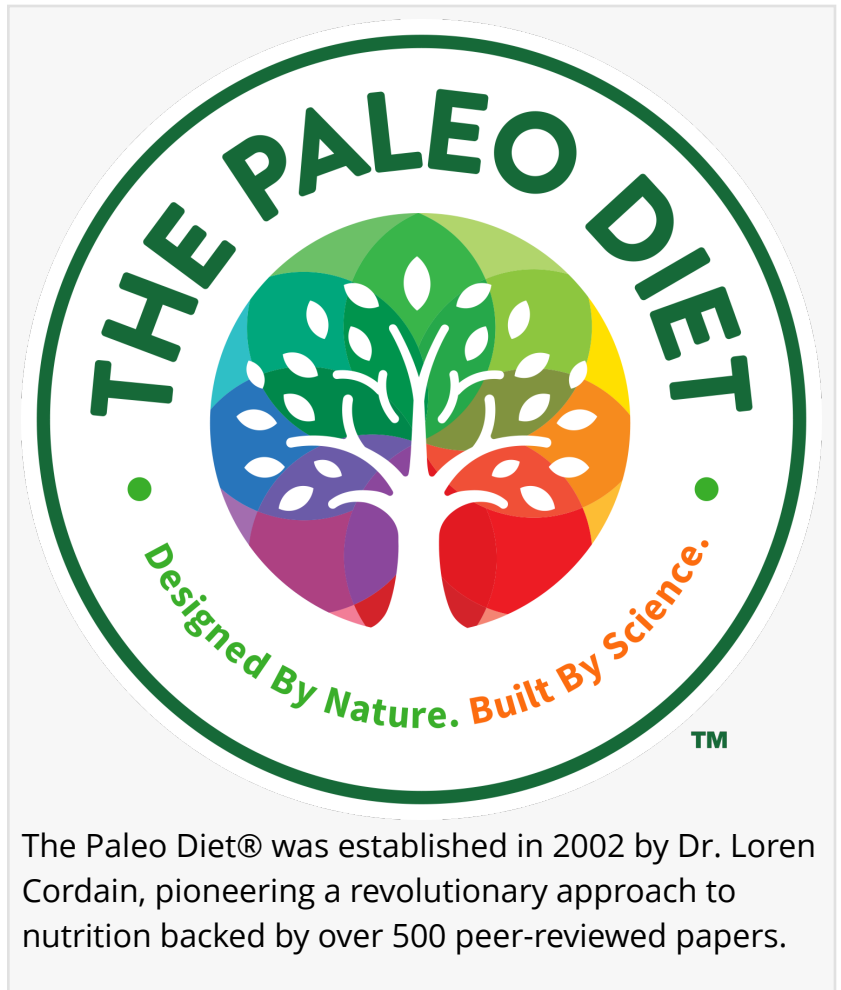
Certified brands will gain access to an engaged audience of greater than 45 million consumers in The Paleo Diet® community, benefiting from increased visibility and collaborative marketing opportunities.

The Paleo Diet® Certification Standards

The enhanced certification program adheres strictly to the most rigorous standards developed by The Paleo Diet® and its team of researchers, scientists, and nutritionists.

Brands seeking certification undergo a streamlined evaluation process that examines ingredients, sourcing, and manufacturing practices to ensure compliance with The Paleo Diet's® rigorous scientific standards.

"Our certification represents a meaningful step forward in the industry — a set of standards that addresses current consumer concerns, inspires CPGs to create better products for tomorrow, and motivates retailers to reduce confusion in their aisles," explains Mark J. Smith, Ph.D., Chief Science Officer at The Paleo Diet® and co-developer of the TRUEPALEO and PaleoFLEX food certification standards.



The Paleo Diet® was established in 2002 by Dr. Loren Cordain, pioneering a revolutionary approach to nutrition backed by over 500 peer-reviewed papers.

A Transparent and Rigorous Program at No Cost to Brands

"To make the program most transparent and accessible to food brands, we have not only published The Paleo Diet® certification standards, but have also brought the entire program in-house to offer it for free — our team is personally reviewing each product," continued Smith.

Certified brands will receive:

- Product evaluation and verification
- Authorized use of The Paleo Diet® Certified Seal on packaging and marketing materials
- Access to the growing Paleo community
- Listing in the comprehensive certified product database

Food manufacturers and suppliers interested in certification can begin the application process immediately. The certification is free for a limited time for selected brands, providing an opportunity to showcase commitment to high-quality, science-backed nutrition.

About The Paleo Diet®, LLC

The Paleo Diet® was established in 2002 by Dr. Loren Cordain, pioneering a revolutionary approach to nutrition backed by over 500 peer-reviewed papers. Today, The Paleo Diet® serves as a global health advocacy organization, reaching over 45 million consumers worldwide and supporting their wellness journeys through science-based nutrition guidance.

Learn more at <https://thepaleodiet.com/>

Sage Brennan

The Paleo Diet®

+1 415-827-7187

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

[Instagram](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/789288956>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.