

DIFM DPG Sponsorship Standards revised 2023

DIFM has set forth these sponsorship standards to identify and engage with companies who align with our mission to advance health and healing through integrative and functional nutrition. Our sponsor standards consider product quality and efficacy, manufacturing and business practices, and other criteria, as well as the value of the product/service to the integrative and functional medicine field. While we use the criteria outlined below as general guidelines, every prospective sponsor will be subject to individual assessment, considering additional factors not explicitly outlined in this document. The leadership of DIFM retains the authority to accept or decline any sponsorship.

Food:

We prioritize collaboration with companies whose foods meet the following criteria:

- ☐ Free of genetically engineered ingredients (GMOs)
- ☐ Free of artificial trans-fats or hydrogenated oils
- ☐ Free of artificial colors, flavorings, or sweeteners (e.g., aspartame, saccharin)
- ☐ Free of high fructose corn syrup

We also prefer products that have the following qualifications:

- ☐ Certified USDA Organic
- ☐ Non-GMO Project Verified
- ☐ Fair Trade Certified
- ☐ Animal Welfare Approved

Additionally, we favor products that:

- ☐ Avoid the use of sweeteners or use them sparingly, preferably sourced from fruit, fruit juice, vegetable (carrot/beet) juice, cane sugar/juice, vanilla bean, honey, 100% maple syrup, palm sugar, coconut nectar/sugar, date sugar, stevia
- ☐ Primarily consist of whole grains (51% or more)
- ☐ Conform to the Food Ingredient Quality Standards established by Whole Foods grocery (<http://www.wholefoodsmarket.com/about-our-products/quality-standards/food-ingredient>)

Dietary Supplements:

This category encompasses dietary supplements, herbal supplements, essential oils, and homeopathic remedies.

DIFM considers the following criteria:

- ☐ Certified Good Manufacturing Practices (cGMP) compliance and quality control policies, USP, and NSF certification
(<http://www.fda.gov/Drugs/DevelopmentApprovalProcess/Manufacturing/ucm169105.htm>)
- ☐ Forms of nutrients
- ☐ Allergen statement
- ☐ Free of artificial preservatives (ascorbic acid is acceptable)
- ☐ GMO-free
- ☐ Free of artificial flavors and synthetic colors

We also evaluate the sponsor's business structure, including:

- ☐ Multilevel marketing/network marketing practices
- ☐ Retail sales approach
- ☐ Resale policy

The updated Standards for Sponsorship with Dietitians in Integrative and Functional Medicine (DIFM DPG) offer enhanced clarity and conciseness while preserving essential information and criteria.