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## Cereal/Granola Scorecard Rating Assumptions

### Organic Status by Brand (in cereal and granola)

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- 100: 100% of product line is organic
- 01-99: Score is calculated as a percentage of product line that is certified organic, 70% organic, contains organic ingredients and conventional
- Total: 1 x percentage of product line that is organic  
+ 0.7 x percentage of product line that is “made with organic ingredients” (70% organic)  
+ 0.25 x percentage of product line that contains some organic ingredients  
+ 0 x percentage of product line that is conventional
- 0: No organic offerings in product line

### Organic Status —Corporate Owner

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- 100: 100% of company’s products are certified organic
- 85: 70-99% of company’s products are certified organic or “made with organic”
- 55: 40 – 69% of company’s products are certified organic or “made with organic”
- 25: 10 – 39% of company’s products are certified organic or “made with organic”; 100% of products contain organic ingredients
- 5: 1 - 9% of company’s products are certified organic or “made with organic”
- 0: 0% of company’s products are certified organic or “made with organic”

### GMO Policy by Brand (in cereal and granola)

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- 100: 100% cereal and granola products are certified organic (genetic engineering is prohibited in organics by federal organic standards) and the company reports it performs additional testing for GMO contamination
- 100: Company states that no GMOs are used, and granola/cereal does not contain soy, corn, cotton, rice or canola ingredients

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- 90: 100% of cereal and granola products are certified organic (genetic engineering is prohibited in organics by federal organic standards)
  - 75: Non-organic cereal and granola products are represented as made without GMOs and reportedly tested for GMO contamination
  - 50: Company produces some organic granola and cereal products and states that conventional products are produced without GMOs (without verification or testing)
  - 25: No organic products, company states that no GMO ingredients are used in conventional cereal and granola products (no verification or testing)
  - 10: Some organic products (without GMOs) and conventional products produced with the use of GMOs (either through corporate policy or as confirmed through testing by an accredited laboratory)
  - 0: No policy to avoid GMOs in conventional ("natural") products or as confirmed through testing by an accredited laboratory

### **GMO Policy — Corporate Owner**

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- 100: 100% cereal and granola products are certified organic (genetic engineering is prohibited in organics by federal organic standards), and the company reports it performs additional testing for GMO contamination
- 100: Company states that no GMOs are used, and does not purchase soy, corn, cotton, rice or canola ingredients
- 90: 100% of company's products are certified organic (genetic engineering is prohibited in organics by federal organic standards)
- 75: Company states that no GMOs are used in conventional products and verifies that all non-organic products are free from GMOs
- 50: Company states that no GMOs are used in conventional products, tests some products for GMO contamination
- 25: Company states that no GMOs are used in conventional products, no verification
- 0: Company has no policy to avoid GMOs in conventional products or GMOs were detected in conventional products through testing performed by an accredited laboratory

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## Hexane Use by Brand (in cereal and granola)

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- 100: 100% organic offerings (hexane use is prohibited by federal standards and verified)
- 100: Products do not contain ingredients that could be processed with hexane.
- 75: No hexane is reportedly used (these claims cannot be verified in non-organic products)
- 0: Hexane is likely used to process some ingredients, such as oils and soy protein and other extracted soy ingredients (because of expense virtually no conventional commodities/ingredients of this nature are extracted without the use of chemical solvents like hexane)

## Agrichemical Use by Brand (in cereal and granola)

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- 100: 100% of product line is organic and therefore produced without the standard toxic and potentially dangerous agrichemicals
- 01-99: Score is calculated as a percentage of product line that is certified organic, 70% organic, contains organic ingredients and conventional. Organic ingredients are produced and processed without the use of potentially dangerous and toxic inputs
- Total: 1 x percentage of product line that is organic  
+ 0.7 x percentage of product line that is "made with organic ingredients" (70% organic)  
+ 0.5 x percentage of product line that contains some organic ingredients  
+ 0 x percentage of product line that is conventional
- 0: No organic offerings in product line

## Agrichemical Use by Corporate Owner

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- 100: 100% of company's products are certified organic
- 85: 70-99% of company's products are certified organic or "made with organic"
- 55: 40 – 69% of company's products are certified organic or "made with organic"
- 25: 10 – 39% of company's products are certified organic or "made with organic"
- 5: 1 - 9% of company's products are certified organic or "made with organic"
- 0: 0% of company's products are certified organic or "made with organic"