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Gerber announces Clean Label Project certifications for 80 products

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Gerber, the leader in early childhood nutrition for almost 100 years, has been awarded any baby food brand's Clean Label Project certifications, including 51 newly certified foods this month. This achievement builds on Gerber's longstanding commitment to rigorous testing, quality checks, and high safety standards.

"Today is a proud moment for Gerber and our employees, who work tirelessly to ensure our foods exceed parents' expectations for quality and safety," said Chandra Kumar, President of NestlÃ© Infant Nutrition. "Gerber has fed more than 250 million babies, including our own. It's a huge responsibility, and we take it very seriously. To be recognised for leading the category in achieving the most Clean Label Project certifications is enormously gratifying."

Clean Label Project was founded to bring greater transparency in consumer product labelling, including information on heavy metals. Through category-specific benchmarking, Clean Label Project establishes superiority thresholds for purity and certifies products whose results are in the top 33 per cent of their category.

"Clean Label Project helps ensure consumers have the information they need to make healthier, safer, and more informed choices for their families," said Jaclyn Bowen, Executive Director of Clean Label Project. "Regarding baby food, our certifications let parents and caregivers know that the foods they're buying have been rigorously tested for heavy metals, pesticides and more â?? and that the foods meet our strict standards."

The Clean Label Project's First 1,000 Day Promise certification requires third-party testing for process and packaging contaminants, chemical contaminants, and heavy metals to meet the non-profit's highest quality standards. Compliance requires randomised, unannounced sampling & testing.