




# Product Standards

At Three Rivers Market, our passion is healthy food — of incomparable quality and great taste. We feature all-natural choices from trusted, local producers, and make certain that all Three Rivers Market products meet or exceed our expectations so our customers can depend on us to meet theirs. Our goal is to deliver quality products at the best value to our customers.

*We promise to seek out and offer products that are:*

- Fresh, wholesome, and healthy
- Naturally grown, organically grown, and environmentally responsible
- Local
- Free of artificial preservatives, colors, and sweeteners except where noted by 
- Free of hydrogenated oils, artificial trans-fats, and high fructose corn syrup (HFCS)
- Humane, fair, and socially responsible
- Of high quality and great value
- Produced by independent businesses

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## PRODUCT STANDARDS BY DEPARTMENT

### PRODUCE

*Fresh, organic, local*

Three Rivers Market maintains close relationships with local and regional farmers to provide the best-tasting, freshest produce possible. Seasonal produce at fair prices is emphasized to keep costs low and reduce waste. Even when local organic and local naturally grown produce is not available, certified organic produce is always offered in volumes that ensure freshness and minimize waste.

## DELI

*Freshest taste, finest ingredients*

Only organic grains, olive oil, beans, pasta, and nuts are used in Three Rivers Market's deli recipes. Unless otherwise noted, all of the vegetables in deli-made dishes are organic as well. We use absolutely no artificial flavorings, preservatives or colors. To ensure quality, deli items are freshly made using many local and seasonal ingredients.

## MEAT AND POULTRY

*Pastured, free-range, humane*

Three Rivers Market offers natural or organic meat products from farms and companies committed to humane farm animal care.

All Three Rivers Market meat is from pastured or free-range animals. All meat products must meet the following criteria to be sold by Three Rivers Market:


- All animals are raised on 100 percent vegetarian diets
- No use of antibiotics or growth-promoting hormones
- No feed containing animal by-products
- No artificial food colorings or preservatives
- No meat or dairy from cloned animals or their offspring

All beef and ruminant meat products must meet all the above criteria and additionally must come from animals raised on a 100% vegetarian diet.

## SEAFOOD

*Delicious seafood, healthy oceans*

Three Rivers Market uses the Monterey Bay Aquarium's Seafood Watch Program recommendations, which rates seafood choices according to environmental criteria including the method used to catch the fish and whether the species is abundant or endangered or threatened by over fishing.

Most of the seafood sold by Three Rivers Market is rated "Green, A Best Choice" or "Yellow, A Good Alternative". Seafood rated "Red, Avoid" is noted by . Additionally, no Canadian seafood is sold at Three Rivers Market while the commercial seal slaughter continues in Canada.

## GROCERY, DAIRY, AND BULK

*All natural, delicious choices*

Three Rivers Market grocery buyers give preference to healthy, organic, fairly-traded, and local grocery items packaged in an environmentally responsible way and to products with labels stating they are not genetically modified and not irradiated. Three Rivers Market grocery products contain no hydrogenated oils or added trans-fat.



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- EGGS - Three Rivers Market only sells eggs from hens that are raised cage-free, with a preference for pasture-raised hens, Preference is also given to eggs from local, family-owned, and certified organic farms. The sub-therapeutic use of antibiotics is prohibited. Certified organic eggs come from hens raised on certified organic feed

- MILK & CHEESE - Three Rivers Market supports natural, organic, and humane dairy production methods. Three Rivers Market offers only dairy products --including fresh milk, yogurt, butter, sour cream, cheese, ice cream, and kefir-- that are produced without the use of artificial growth hormones including rBGH.

## COFFEE

*Bold, rich, responsible*

All coffee sold at Three Rivers Market must meet 2 of the following criteria:

- Certified Organic
- Certified Fair Trade
- Certified Direct Trade
- Co-op Business Roasted/Sold
- East Tennessee Roasted/Sold
- Bioregional Business Roasted/Sold
- Certified Rainforest Alliance, Bird-Friendly, or similar certification

## PET FOOD

*Safe, nutritious*

All pet food sold at Three Rivers Market is safe and healthy for your animals and produced by socially and environmentally responsible companies.

## BEER

*High quality, great selection, superb flavor*

Three Rivers Market supports local breweries and those owned and operated by small, independent producers who emphasize integrity and quality. Every effort is made to offer a wide range of choices for every budget.

## BODY CARE

*Naturally safe and soothing*

Three Rivers Market believes that what we put on our bodies is as important as what we eat. To ensure the highest levels of quality and purity, all skin, facial, and body care products sold by Three Rivers Market must meet the following criteria:

- Free of artificial fragrances and dyes
- Environmentally responsible packaging
- Free of parabens and phthalates
- Cruelty-free



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## NUTRITIONAL SUPPLEMENTS

### *Safe and effective*

Three Rivers Market offers a wide variety of nutritional supplements, including supplements sold under the Three Rivers Market brand label. Each product is evaluated individually, beginning with raw materials, to ensure great quality and purity. All of the products sold at Three Rivers Market must comply with specific requirements:

- No artificial flavors, colors or sweeteners
- Backed by reliable research that supports claims concerning the product's purity
- Adequately labeled, listing ingredients and recommended use as required by law



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