



Product Line Selection Methodology

1. The Product Line Selection System is designed to comply with the applicable portions of GreenStar's Bylaws and Referenda.
 - a. Bylaws - The Bylaws contain guiding principles for the cooperative, which have been considered in the formulation of the Product Line Selection System.
 - b. GreenStar Referenda that apply to the Product Line
 - i. Beer, Mead, Wine, and Hard Cider - Organic and Local emphasis
 1. Interpretation
 - a. Organic, local, and regional beer, mead, wine & hard ciders are featured prominently.
 - ii. Fish - As close to organically raised in as natural environment as possible
 1. Interpretation
 - a. Seafood that is sold by GreenStar is sustainably farmed, organically raised, open ocean, or wild-caught.
 - b. Exceptions may be made when seafood is listed as an ancillary ingredient.
 - iii. Poultry - As close to organic and free-range as possible
 1. Interpretation
 - a. Poultry that is sold by GreenStar is:
 - i. Certified organic or sustainably farmed
 - ii. Without hormones or antibiotics, and packed without artificial additives or preservatives including nitrates.
 - iii. Free-range or free-roaming
 - b. Exceptions may be made when poultry is listed as an ancillary ingredient.
 - iv. Red Meat - Supplier compliant with GreenStar's standards for fair and responsible treatment of animals¹ (third party certification or direct verification by GreenStar, based on reasonable evidence), and local/regional or organic/sustainably farmed (prioritization of local and organic). Educational information provided for shoppers concerning the identity, location and agricultural practices of the Co-op's suppliers of red meat.
 1. Interpretation
 - a. Any red meat sold by GreenStar will be:
 - i. Affirmed as compliant with GreenStar's Standards for Fair & Responsible Treatment of Animals (confirmed by GreenStar) by third party certification or direct verification by GreenStar, based on reasonable evidence
 - ii. Local/Regional or Organic/Sustainably Farmed
 - iii. Without hormones or antibiotics, and packed without artificial additives or preservatives including nitrites
 - b. Local and organic red meat will be prominently displayed
 - c. Signage will be displayed next to red meat that includes the identity, location and agricultural practices of the suppliers.

¹ Suppliers of red meat sold by GreenStar must adhere to standards set by [Animal Welfare Approved](#).



- v. Aseptic Packaging - Aseptic packaging is “discouraged”
 1. Interpretation - Buyers may select products with aseptic packaging when no suitable alternative is available.²
2. The Product Line Selection System is designed to reflect GreenStar’s Ends by emphasizing the following concepts:
 - a. **Healthy** - Healthy food means foods that are minimally processed and free of preservatives that are demonstrated to be potentially harmful.
 - i. **Preservatives** - Only those preservatives (PRES) classified by the [FDA as Generally Recognized As Safe \(GRAS & GRAS/FS\)](#) are permissible in GreenStar’s product line with the following exception.
 - ii. **Exception** - Preservatives with a classification other than GRAS or GRAS/FS are permissible in products that are required for participation in the Women, Infants, and Children Program (WIC) or are categorized as International & Specialty Items³ when no suitable alternative is available.
 - iii. **Minimally Processed** - Unprocessed or minimally processed foods (such as fresh, dry or frozen fruits or vegetables, grains, legumes, meat, fish and milk)
 - b. **Affordable** - Products sold at a low price in comparison to the existing product line. GreenStar also supports access programs for low-income individuals and families, including WIC and discount programs.
 - c. **Ethical**
 - i. **Sustainable** - Sustainable products reflect at least one of the following qualities.
 1. Distance of Transport
 - a. Local - Local products are defined as grown or produced within 100 miles of Ithaca, NY.
 - b. Regional - Regional products are defined as grown or produced within 300 miles of Ithaca, NY.
 2. Packaging - GreenStar strives to minimize environmental impact from packaging, choosing recyclable or compostable packaging when feasible, and carrying a selection of bulk products.
 3. Organic - Organic Foods are foods that are labeled Certified Organic (at least 95%), or Made with Organic Ingredients (at least 75%).
 4. Sustainable Growing Practices - Certified Naturally Grown, or verified by GreenStar to have standards comparable to Certified Naturally Grown
 5. Sustainable Sourcing - Products whose major ingredients are verifiably sustainably sourced
 - ii. **Fair Treatment of Animals**
 1. Red Meat - Suppliers that do not comply with GreenStar’s product line selection system will be replaced
 2. Poultry - Compliance with interpretation of referendum
 3. Seafood - Compliance with interpretation of referendum
 4. Dairy Products - No products in this category that use growth hormones
 5. Health and Beauty Products - No products in this category which are tested on animals
 - iii. **Fair Treatment of People** - Evidence-based allegations of vendors or suppliers treating their workers or workers in their supply chain in a way that does not comply with [international labor](#)

² Aseptic packaging is ubiquitous, recyclable, and allows for fewer additives for food preservation.

³ International & Specialty Items are defined as food belonging to a specific cuisine.



standards. Upon receipt of such an allegation, the GM will investigate, and remove any products for which the allegations are verified.

- d. **Collaboration between Cooperatives** - Products that are grown or produced by cooperatives.
 - e. **Diversity** - GreenStar makes an active effort to develop a product line that is accommodating of the needs of people with diverse diets, such as those influenced by food allergies or sensitivities, religious constraints, or dietary preferences.
3. The Product Line Selection System is designed with consideration of commonly accepted business practices.
 - a. **On Trend** - Products that are performing well in the natural foods grocery sector.
 - b. **In Demand** - Products that are requested by a substantial number of customers.
 4. Non-foods may be added to the product line if they are not excluded by the Product Line Selection Rules.
 5. GreenStar will not sell:
 - a. Products and ingredients that are excluded from the product line by the Product Line Selection Rules.
 6. Products that are special ordered by GreenStar customers are not subject to GreenStar's Product Line Selection System.
 7. Relevant information about products will be provided to customers at the point of display⁴ through the following means:
 - a. Labelling system that indicates the applicability of the following characteristics of each product
 - i. Local
 - ii. Regional
 - iii. Organic
 - iv. Co-op grown or produced
 - v. Fair Trade
 - vi. Gluten-Free
 - vii. Vegetarian
 - viii. Vegan
 - ix. Non-Genetically Modified Organisms (GMO) - Recognizing that consumers are concerned about the prevalence of GMOs in food, GreenStar labels any certified non-GMO product.
 - x. International & Specialty Items
 - b. Signage displayed next to red meat that includes the identity, location and agricultural practices of the suppliers.
 8. GreenStar encourages its customers to read product labels and contact producers with questions about ingredients.
 9. GreenStar encourages its customers to exercise their own judgment about products they prefer to avoid. If a product does not meet sale movement expectations, it will be removed from the Product Line.

⁴ Per Policy B.5.5



Product Line Selection Rules

Buyers will make decisions about which products are sold by GreenStar based on the product line selection rules and methodology using the following decision tree:

1. Is the product on trend or in demand?
 - a. If YES, go to 3
 - b. If NO, go to 2
2. Is the product a non-food?
 - a. If YES, go to 8
 - b. If NO, do not add to the product line.
3. Does the product contain any preservatives ?
 - a. If YES, go to 4
 - b. If NO, go to 6
4. Does the product contain any preservatives with a [classification other than GRAS or GRAS/FS?](#)
 - a. If YES, go to 5
 - b. If NO, go to 6
5. Is this product a WIC or International & Specialty item?
 - a. If YES, go to 7
 - b. If NO, do not add to the product line
6. Does the product have aseptic packaging?
 - a. If YES, go to 7
 - b. If NO, go to 8
7. Is a suitable alternative product available in reference to 4 or 5?
 - a. If YES, do not add to the product line
 - b. If NO, go to 8
8. Is the product restricted by GreenStar Referenda?
 - a. If YES go to 9
 - b. If NO, go to 10
9. Does the product meet the criteria of the relevant referendum?
 - a. If YES, go to 10
 - b. If NO, do not add to the product line
10. Does the product violate GreenStar's standards for fair treatment of people or animals?
 - a. If YES, do not add to the product line
 - b. If NO, go to 11
11. Is the product healthy, affordable, sustainable, cooperative-produced, accommodating of the needs of people with diverse diets, or a non-food that meets a general customer need?
 - a. If YES, add to the product line and note category.
 - b. If NO, do not add to the product line