



The Wild Planet Perspective: BPA (BISPHENOL A)

Truth in Labeling

Several years ago, Wild Planet received certification from our manufacturers stating that our can linings were BPA-free, and therefore, we began stating so on our product labels. Shortly thereafter, we elected to subject these newly formulated cans to third party testing, to be sure our claim was valid. We subjected the can linings to the most sensitive testing possible to detect the smallest amounts of BPA (Parts per Billion – PPB); we discovered trace amounts of BPA, amounts that a few years ago would not have been detectable at all. Nevertheless, we no longer felt comfortable making the claim: “BPA-free.” We wished to make a more accurate claim that is truthful in the absolute sense. With that we adjusted our claim to “No BPA used in can lining.”

However, due to the recent passage of legislation applying [California Prop 65](#) provisions to Bisphenol A, which provides no “safe harbor” level for oral exposure, we have elected to remove the statement, “No BPA used in can lining,” from all of our products in order avoid giving our customers a false assurance.

However, many of our competitors’ products continue to make a BPA claim. **How do Wild Planet products compare to other products still making a BPA Free claim? THEY ARE THE SAME.**

There are suppliers whose can linings test at 0.2 PPM or less, well below the FDA-approved detection level of 1 PPM. These manufacturers do not use BPA in the formulation of the can or lid linings. They state that their lining formulation is “BPA-NI” (Not Intentionally added). Since BPA is a chemical that is present in many manufacturing settings, as well as the environment itself, it is possible that some BPA is present in ANY food product. Other seafood cans carrying a “BPA-free” claim do not contain less BPA, but are making a claim we believe is inaccurate and indefensible. Wild Planet has submitted those competitors’ cans to third-party BPA testing and found the presence of BPA.

Wild Planet continues to pack its products in cans that do not have the intentional addition of BPA. These can linings are compliant with the strictest US and EU BPA-NI standards. We have searched, but are not aware of any seafood can manufacturer that can meet the requirement to accurately claim a “BPA-free” can.

In Summary ...

We take seriously the need to thoroughly vet food safety issues such as BPA. We feel the same responsibility to produce safe seafood products for our customers as we do for our own families, who also consume our products. Please know that Wild Planet’s action in removing a BPA statement does not mean we are less responsible; the contrary is true. We will NEVER make a claim on our packaging that is not absolutely true and defensible. We prefer to suffer reduction in sales in order to be truthful, than to say what consumers want to hear, just to increase our sales.

