



The Wild Planet Perspective: BPA (BISPHENOL A)

Revised: 12.2019

Truth in Labeling

In 2012, 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 measured in Parts per Billion – PPB; we discovered trace amounts of BPA, amounts that a few years earlier 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 to avoid giving our customers a false assurance. This, though, gave many of our customers the idea that we may have returned to using cans with a BPA lining. That was not true. Our linings are still formulated without BPA. In order to be as clear and complete in our disclosure, we are adding the comment on our labels “NON-BPA lining explained at wildplanetfoods.com/faqs/.”

How do Wild Planet products compare to other products still making a BPA Free claim? THEY ARE THE SAME.

Most 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 continues to pack its products in cans that do not have the intentional addition of BPA. These can linings are compliant with the strictest U.S. and EU BPA-NI standards.

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.

