



Simply
balanced™

frequently asked questions

WHAT DOES SIMPLY BALANCED STAND FOR?

Simply Balanced means more than great-tasting food. It means taking the guesswork out of eating well. All products are free of artificial flavors, colors and preservatives. Many Simply Balanced products are certified organic and meet the strict USDA National Organic Program standards. Plant-based ingredients in Simply Balanced products are non-GMO (non-Genetically Modified Organisms). In many categories, Simply Balanced products and ingredients are also responsibly sourced, often using fair or direct trade practices and environmental or social certifications, like American Humane Association certified cage-free eggs. No matter which Simply Balanced product you choose, you have our promise that you made a great choice.

ARE THERE NUTRITION CRITERIA SIMPLY BALANCED PRODUCTS MUST MEET?

Simply Balanced products are free of artificial colors, flavors and preservatives and do not contain added trans fats or high-fructose corn syrup. Many of the Simply Balanced products provide nutritional benefits, such as whole grains, fiber, Omega-3s or a serving of fruits and vegetables. Look for nutrition call-outs on the front of the package and use the nutrition facts panel to find those products that are right for you.

WHICH CATEGORIES INCLUDE SIMPLY BALANCED PRODUCTS?

You will find Simply Balanced products throughout our food aisles. There are more than 350 products in snacks, beverages, pasta, frozen fruit and vegetables, frozen seafood, dairy and cereal. Some signature products include:

- Organic Blue Corn Flax Tortilla Chip
- Gluten-Free Pasta
- Organic Cage-Free Eggs
- Wild-Caught Alaskan Salmon
- Organic Apple Juice
- Blueberry Flax Granola (made with blend of ancient grains)

WHAT DOES USDA-CERTIFIED ORGANIC MEAN?

The USDA organic seal on a package indicates that the food has been produced according to the USDA's National Organic Program standards. These standards state that organic foods must be grown without the use of synthetic pesticides, synthetic fertilizers, sewage sludge, genetically modified organisms or ionizing radiation. And, organic meat, poultry, eggs and dairy products must be from animals not given antibiotics or growth hormones.

Before a product can be labeled as organic, USDA-certified auditors inspect organic farms and manufacturers to ensure that they comply with the National Organic Program standards. When you see the USDA organic seal, you can be assured that the product has been verified to be organic. Products carrying the seal contain greater than 95% organic ingredients.

ARE ALL SIMPLY BALANCED PRODUCTS USDA-CERTIFIED ORGANIC?

Many of the Simply Balanced products are USDA certified organic. Simply Balanced organic products include milk, eggs, tea, pasta, pasta sauce, frozen fruits and vegetables, juice and soups. To identify Simply Balanced organic products, look for the USDA organic seal on the front of the package and the word “organic” in the product name.

SOME OF THE SIMPLY BALANCED PRODUCTS ARE LABELED AS “ALL NATURAL” —WHAT DOES THAT MEAN? Simply Balanced products labeled as “all natural” must meet a set of strict ingredient standards. These products contain no artificial ingredients and are minimally processed

ARE THERE INGREDIENTS THAT ARE NOT ALLOWED IN THE SIMPLY BALANCED PRODUCT LINE?

Simply Balanced products offer food labels with ingredients you can read and understand. For that reason, the following ingredients are prohibited in the Simply Balanced product line:

- acesulfame-K (acesulfame potassium)
- acetylated esters of mono-and diglycerides
- ammonium chloride
- antibiotics
- artificial flavors
- aspartame
- azodicarbonamide
- benzoates in food
- benzoyl peroxide
- BHA (butylated hydroxyanisole)
- BHT (butylated hydroxytoluene)
- bleached flour
- bromated flour
- brominated vegetable oil
- calcium bromate
- calcium disodium EDTA
- calcium peroxide
- calcium propionate
- calcium saccharin
- calcium sorbate

calcium stearoyl-2-lactylate
caprocaprylobehenin
cochineal
colors - synthetic, certified, FD&C
cyclamates
cysteine (l-cysteine), as an additive for bread products
DATEM (Diacyl tartaric and fatty acid esters of mono and diglycerides)
dimethylpolysiloxane
dioctyl sodium sulfosuccinate (DSS)
disodium calcium EDTA
disodium dihydrogen EDTA
disodium dihydrogen pyrophosphate
disodium guanylate
disodium inosinate
EDTA
ethyl vanillin
ethylene oxide
ethoxyquin
fumaric acid
glycerol ester of wood rosin (ester gum)
hexa-, hepta- and octa-esters of sucrose
high fructose corn syrup
hydrogenated fats
irradiated foods
lactylated esters of mono-and diglycerides
lead soldered cans
methyl silicon
methylene chloride
methylparaben
modified food starch
monosodium glutamate (MSG)
neotame
nitrates/nitrites
partially hydrogenated oil
polydextrose
polypropylene glycol
potassium benzoate
potassium bisulfite
potassium bromate
potassium metabisulfite
potassium nitrate or nitrite

potassium sorbate
propionates
propyl gallate
propylene glycol
propylene oxide
propylparaben
saccharin
silicon dioxide
sodium aluminum phosphate
sodium aluminum sulfate
sodium benzoate
sodium bisulfite
sodium diacetate
sodium erythorbate
sodium glutamate
sodium metabisulfite
sodium nitrate/nitrite
sodium propionate
sodium stearyl-2-lactylate
sodium sulfite
sodium tripolyphosphate
sorbic acid
sucralose
sucroglycerides
sucrose acetate isobutyrate
sucrose polyester
sulfur dioxide
synthetic hormones
TBHQ (tertiary butylhydroquinone)
tetrasodium EDTA
trans fatty acids
tripolyphosphate
vanillin (including ethyl vanillin)

DO SIMPLY BALANCED PRODUCTS CONTAIN GENETICALLY MODIFIED ORGANISMS (GMOS)?

All plant-based ingredients and products in Simply Balanced are sourced and produced without Genetically Modified Organisms (commonly known as GMOs). This includes all of the Simply Balanced products that are labeled organic, as the USDA requirements for organic products specify that no GMOs are allowed. This means that our organic milk and organic eggs, are also non-GMO. Unfortunately, the vast majority of animal feed produced in the U.S. right now is

from GMO crops, so the supply of meat and other animal bi-products from animals raised on non-GMO feed is very small. With greater consumer demand, the non-GMO feed supply will continue to grow and, as it becomes feasible, Simply Balanced animal-derived products will continue to move to non-GMO. Any organic meat in Simply Balanced is non-GMO, as a core requirement of the National Organic Program is non-GMO animal feed.

ARE SIMPLY BALANCED PRODUCTS LABELED AS NON-GMO?

Target is partnering with the Non-GMO Project to achieve Non-GMO Project Verification on a majority of the Simply Balanced products. As products achieve verification, the package will be updated to include the “Non-GMO Project Verified” seal. You can find more information about the program and their Standard at www.nongmoproject.org

DO YOU OFFER GLUTEN-FREE PRODUCTS IN THIS BRAND?

Yes, you will find a selection of gluten-free products in the Simply Balanced brand including:

- Pastas (spaghetti, fusilli, and lasagna)
- Rice crackers (sesame, multigrain with flax, and multi-seed)
- Tortilla chips (blue corn, blue corn flax, white corn and yellow corn),
- Popcorn
- Soups
- Greek Yogurt
- Fruit and Vegetable Strips and Snacks

Target follows the Food and Drug Administration’s regulation for gluten free labeling on the package. Additionally, many of the products naturally do not contain gluten, such as milk, freeze dried fruit, frozen fish fillets and frozen fruit and vegetables.

HOW CAN I GET A LIST OF ALL THE GLUTEN-FREE PRODUCTS IN THE SIMPLY BALANCED BRAND?

Product images, including label information, can be found at Target.com/simplybalanced.

We are happy to answer any gluten-free related questions you have about particular items. You can use the 1-800 number found on all of our Simply Balanced products to call and inquire about a particular product. This allows us to give you the most up-to-date information about our products.

ARE ANTIBIOTICS OR ADDED HORMONES USED IN SIMPLY BALANCED MEAT, POULTRY OR DAIRY PRODUCTS?

Our Simply Balanced meat and poultry products are from animals raised without the use of antibiotics or added hormones.* Simply Balanced milk products found in the dairy case, such as milk and yogurt, are from animals not treated with synthetic rBST**.

*Federal regulations do not allow for the use of added hormones in pork or poultry

**The FDA has found no significant difference between milk from rBST-treated cows and untreated cows.

ARE SIMPLY BALANCED PRODUCTS KOSHER?

Many Simply Balanced products are certified kosher. Kosher-certified products are labeled with the kosher symbol of the certifying organization on the front of the package.

CAN I FIND NUTRITION AND INGREDIENT INFORMATION FOR THE SIMPLY BALANCED PRODUCTS ONLINE?

Yes. Product images, including nutrition information found on packaging, can be found at [Target.com/simplybalanced](https://www.target.com/simplybalanced).

WHERE CAN I FIND RECIPES USING YOUR SIMPLY BALANCED PRODUCTS?

Serving suggestions and recipes can be found on many packages of Simply Balanced products. For additional information and recipes, please visit [Target.com/simplybalanced](https://www.target.com/simplybalanced) or [Target.com/recipes](https://www.target.com/recipes).

WHAT IF I HAVE ADDITIONAL QUESTIONS ABOUT THE SIMPLY BALANCED SELECTION OR I HAVE FEEDBACK ON A PRODUCT?

We love hearing from you. If you have questions, suggestions or an issue with any of our products, please call Guest Relations at 1-800-316-6151.