



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 Potassium (acesulfame potassium)

Acetylated Ester of Mono- and Diglycerides

Advantame

Alum (Aluminum Ammonium Sulfate/Aluminum Potassium Sulfate)

Aluminum Calcium Silicate (Calcium Aluminosilicate, Calcium Silicoaluminate, Sodium Calcium Silicoaluminate)

Ammonium Chloride

Ammonium Phosphate

Ammonium Sulfate

Artificial Color - Citrus Red 2

Artificial Color - FD&C Blue No. 1

Artificial Color - FD&C Blue No. 2

Artificial Color - FD&C Green No. 3

Artificial Color - FD&C Red No. 3

Artificial Color - FD&C Red No. 40

Artificial Color - FD&C Yellow No. 5

Artificial Color - FD&C Yellow No. 6

Artificial Color - Orange B

Artificial Flavors

Artificial Smoke Flavor

Aspartame

Astaxanthin

Azodicarbonamide

Benzoates

Benzoic Acid

Benzoyl Peroxide

Benzyl Alcohol

BHA (butylated hydroxyanisole)

BHT (butylated hydroxytoluene)

Bisulfites

Bleached Flour

Brazzein

Bromated Flour

Brominated Vegetable Oil (BVO)

Butylene Glycol

Calcium Bromate

Calcium EDTA

Calcium Gluconate

Calcium Iodate

Calcium Lactate

Calcium Pantothenate

Calcium Peroxide

Calcium Propionate

Calcium Saccharin

Calcium Sorbate

Calcium Stearate

Calcium Stearoyl Lactylate

Canthaxanthin

Caprocaprylobehenin

Carbamide (Urea)

Carboxymethylcellulose (CMC)

Carmine/Cochineal

DATEM (Diacyl Tartaric Acid Esters of Monoglycerides)

Diacyl/Acetoin

Diacylglycerol

Dicalcium Phosphate

Dicetyl Sodium Sulfosuccinate (DSS)

Dimethylpolysiloxane/Polydimethylsiloxane

Dipotassium Sulfate/Potassium Sulfate/Sulphate of Potash
Disodium Calcium EDTA
Disodium EDTA
Disodium Guanylate (Guanosine Monophosphate or GMP)
Disodium Inosinate (Inosine Monophosphate or IMP)
Disodium Phosphate
Distilled Monoglycerides
Dodecyl Gallate (Lauryl Gallate)
EDTA
Erythorbic Acid
Ester Gums
Ethoxylated Mono and Diglycerides
Ethoxyquin
Ethyl Vanillin
Fumaric Acid
Glycerol Ester of Wood Resin
Heptyl Paraben
Hexa-, Hepta- and Octa-Esters of Sucrose
High Fructose Corn Syrup
High Maltose Corn Syrup
Hydrogenated Oil
Hydrolyzed Vegetable Proteins
Hydroxypropyl Cellulose
Lactylated Esters of Mono and Diglycerides
L-Cysteine
Magnesium Gluconate
Maltotame
Methyl Silicon
Methylparaben
Microparticulated Whey Protein
Modified Food Starch
Mono- and Di-glycerides
Monosodium Glutamate (MSG)
Neotame
Nitrates/Nitrites
Nitrous Oxide
Octyl Gallate
OLESTRA (OLEAN) or Sucrose Polyester
Oxystearin
Parabens
Partially Hydrogenated Oils

Polydextrose
Polyglycerol Polyricinoleate (PGPR)
Polypropylene Glycol (PPG)
Polysorbates
Potassium Benzoate
Potassium Bisulfite
Potassium Bromate
Potassium Chloride
Potassium Hydroxide
Potassium Iodate
Potassium Lactate
Potassium Metabisulfite
Potassium Nitrate
Potassium Nitrite
Potassium Propionate
Potassium Sorbate
Propionic Acid
Propyl Gallate
Propylene Glycol
Propylene Glycol Alginate
Propylene Glycol Mono and Diesters of Fatty Acids
Propylparaben
Saccharin
Salatrim
Sodium Aluminum Phosphate
Sodium Aluminum Sulfate
Sodium Benzoate
Sodium Bisulfite
Sodium Cyclamate
Sodium Diacetate
Sodium Erythorbate/ Sodium Isoascorbate
Sodium Ferrocyanide (Yellow Prussiate of Soda)
Sodium Gluconate
Sodium Glutamate
Sodium Lactate
Sodium Lauryl Sulfate
Sodium Metabisulfite
Sodium Nitrate
Sodium Nitrite
Sodium Pectinate
Sodium Propionate
Sodium Silicoaluminate
Sodium Sorbate

Sodium Stearoyl Lactylate
Sodium Sulfite
Sodium Tripolyphosphate
Sorbic Acid
Sorbitan Monostearate
Stannous Chloride
Stearic Acid
Succinic Acid
Sucralose
Sucroglycerides
Sucrose Acetate Isobutyrate
Sulfuric Acid
Tagatose
Tartrazine
Taurine (synthetic)
TBHQ (Tertiary Butylhydroquinone)
Tetrasodium EDTA
Theobromine
Titanium Dioxide
Triacetin/Glycerol Triacetate
Vanillin
Zinc Gluconate

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.