

Publicizing your certification

Correct use of IQC GLOBALGAP logo

- Approval of Agricultural Produce according to the GLOBALG.A.P standard in your farm contributes to the improvement of the product, and expresses your organization's commitment to quality and continuous improvement.

Usage of your certification logo as a marketing tool

- You may print the logo on your letterhead, brochures, ads, marketing vehicles and all advertising materials and on the website of your organization.

Advertise the quality logo across all your advertising and increase your market share!

- The criteria for the use of the logo ensure that customers and consumers of your produce are not misled regarding the products of your organizations that have been certified.



Guidelines for the use of a logo confirming the GLOBALG.A.P compliance

1. Use only the logo approved for you according to the certificate issued to your organization by IQC - Institute for Quality Control, which was provided to you by email. The logo will be clearly printed and readable. You can enlarge it without changing the proportions or colors of the logo.
2. The logo should be used on B2B marketing documents, such as: Delivery notes, Invoices and/or packing-lists of certified product for local market and/or export.
3. The logo must always be used with the unique GLOBALG.A.P identification number assigned to your organization (GGN).
4. **It is forbidden to use the IQC certification logo on the product or any product packaging material.**
5. (On the product packaging only the GGN/CoC # shall be indicated, near the producers details).
6. The certification logo must be used only in relationship to the scope that is declared on the certificate and not in relationship to other scopes or activities.
7. The logo should not be used in case of suspension or cancellation of a certificate.
8. You must comply with all the GLOBALG.A.P rules in regards to the use of the GLOBALG.A.P. trademark and logo – attached below for your comfort.
9. With any question / request regarding the publication of the certification Logo, please contact the IQC Information Center.

Good Luck !

IQC – much more than a certificate

ANNEX I.1 RULES FOR USE OF GLOBALG.A.P. TRADEMARK AND LOGO

GLOBALG.A.P. is the owner of the “GLOBALG.A.P.” trademark, i.e. the word “GLOBALG.A.P.”, the GLOBALG.A.P. logo and its “G”-shape logo, collectively the “GLOBALG.A.P. Trademark”.

The “QR code logo” refers to the design quick response logos owned by GLOBALG.A.P. shown in this Annex I.1, point 2.iii.

The certification body is expected to verify the correct use of the GLOBALG.A.P. trademark and the QR code logo by the producers at all times. Infringement of these rules could lead to sanctions.

Products originating from certified operations *shall not* be labelled, marked or described in a manner, which implies that they/it meets specific food safety criteria.

1 GLOBALG.A.P. TRADEMARK AND QR CODE LOGO

- (i) The certification granted entitles the producer/company to distribute and market their products under the trademark and, if applicable, under the QR code logo only to the extent that these products have been registered with the CB and are produced, handled, or traded in a production site or location registered with the CB and are in full compliance with this standard.
- (ii) The producer shall only use the trademark and/or the QR code logo in connection with products complying to the requirements of the GLOBALG.A.P. system. In cases where certified producers who have not signed up for voluntary GLOBALG.A.P. membership use the GLOBALG.A.P. logo and/or the “G”-shape logo, they shall combine the logo with their corresponding GGN.
- (iii) The GLOBALG.A.P. trademark shall never appear on the product, consumer packaging of products intended for human consumption or at the point of sale where it is in direct connection with single products.
- (iv) The QR code logo may appear on the product, consumer packaging of the product or at the point of sale where it is in direct connection with certified products.
- (v) Producers may only use the GLOBALG.A.P. trademarks on pallets that contain only certified GLOBALG.A.P. products and that will *not* appear at the point of sale.
- (vi) GLOBALG.A.P. certified producers may use the GLOBALG.A.P. trademark and the QR code logo in business-to-business communication, and for traceability, segregation, or identification purposes on site at the production site.
- (vii) Retailers, producers, and other organizations that signed up for voluntary GLOBALG.A.P. membership may use the trademark in promotional print-outs, websites, flyers, business cards, hardware, and electronic displays (shall not appear as a product label directly linked to certified products) and in business-to-business communication.
- (viii) GLOBALG.A.P. approved certification bodies can use the trademark in promotional material directly linked to their GLOBALG.A.P. certification activities in business-to-business communication and on GLOBALG.A.P. certificates they issue. They can also use the QR code logo on GLOBALG.A.P. certificates they issue.
- (ix) The GLOBALG.A.P. trademark shall never be used on promotional items, apparel items, or accessories of any kind, bags of any kind, or personal care items.
- (x) The GLOBALG.A.P. trademark may be used on Compound Feed Manufacturing (CFM) certified feed, on GLOBALG.A.P. certified plant propagation material, on IFA certified aquaculture inputs (e.g.: ova, seedlings, etc.), and on IFA certified livestock inputs (e.g.: chicks) that are used as inputs for the production of the final products (as listed in the ‘GLOBALG.A.P. Product List’), are not intended to be sold to final consumers, and will not appear at the point of sale to final consumers.

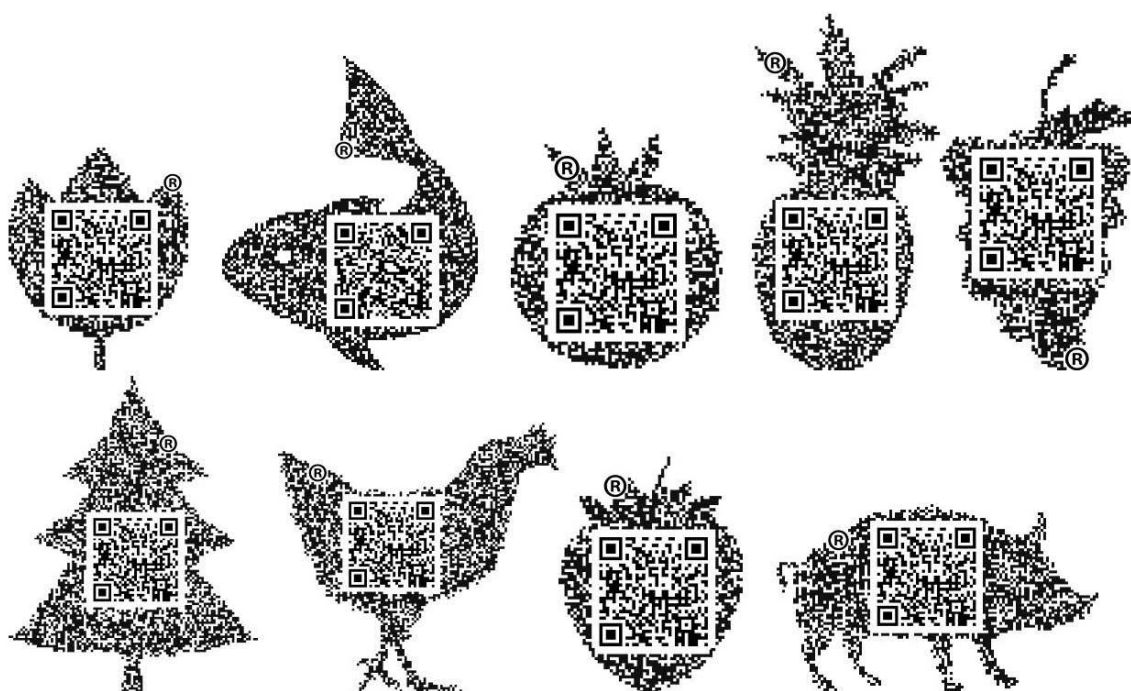
2 SPECIFICATIONS

- (i) The producer shall only use the trademark and, if applicable, the GLOBALG.A.P. QR code logo in the manner provided by GLOBALG.A.P. and shall not alter, modify, or distort them in any way. However, the producers can design their own logos and embed the QR code in them.

- (ii) The GLOBALG.A.P. logo shall always be obtained from the GLOBALG.A.P. Secretariat. This will ensure that it contains the exact corporate color and format, as below:



- (iii) The GLOBALG.A.P. QR code logos (for more designs see <http://www.globalgap.org>):



- (iv) The embedded QR code may contain the following information:
- The GGN of the producer or company that labels the product
 - An URL of the GGN validation website that is linked to the GLOBALG.A.P. Database
 - The URL of the GLOBALG.A.P. Database
 - The batch number of the product
 - Link to the producer's website
 - Combinations of the above

3 **GLOBALG.A.P. NUMBER (GGN)**

- (i) The GLOBALG.A.P. Number (GGN) is the combination of the prefix “GGN” plus a 13-digit numerical number, *not* including the GLOBALG.A.P. trademark, and is unique to each and every producer and any other legal entity in the GLOBALG.A.P. system. For this number GLOBALG.A.P. requires existing Global Location Numbers (GLN) issued by, and to be purchased from, the local GS1 organization (www.gs1.org) or alternatively – in its absence – GLOBALG.A.P. assigns its own interim GLN. Please note the limitations of the GGN, as it is not equivalent to owning a GLN, because the GGN technically is a sub-GLN of one single GLN owned by GLOBALG.A.P.
- (ii) The GGN identifies a registered or certified producer and may only be used as indicated in the CPCC. It cannot be used to label a product that is not certified. The GGN (e.g. GGN_1234567890123) may appear on the product, consumer packaging of the product, or at the point of sale where in direct connection with individual certified products. The GGN shall only be used on transaction/sales documents including certified products. When the transaction/sales documents include certified and non-certified products, the certified items shall be clearly identified as required by the relevant All Farm Base control points and compliance criteria.
- (iii) The legal entity that labels GGN shall be a holder of a valid certificate of a GLOBALG.A.P. IFA, CFM, PPM, CoC, or an equivalent standard/scheme certificate.
- (iv) The GGN may be used in (converted into) digital codes, e.g. barcode, EAN number, generic QR code, or GLOBALG.A.P. QR code logo format, etc. However, where it is required by a CPCC to include the GGN in the product label and/or in the transaction documents, the GGN needs to appear in human readable format.
- (v) On termination of the ‘GLOBALG.A.P. Sublicense and Certification Agreement’, the right of the producer to use the GLOBALG.A.P. claim, including the trademark, GGN, or the QR code logo, terminates with immediate effect.
- (vi) The GGN shall only be used in connection with the GLOBALG.A.P. system.
- (vii) Whenever a need arises to identify the organization in other contexts or additional applications, an organization may apply for its own GLN and report this number to GLOBALG.A.P., which shall register the organization under its own number and withdraw the GGN accordingly. The GLN replaces the GGN in the GLOBALG.A.P. system.

4 **THE GGN CONSUMER LABEL**

- (i) GLOBALG.A.P. IFA (e.g. Aquaculture or Flowers and Ornamentals) and Chain of Custody certified producers and companies are not authorized to use the GGN consumer label automatically.
- (ii) The GGN consumer label may only be used by GLOBALG.A.P. IFA or Chain of Custody certified companies based on a special licensing agreement. Producers and companies shall apply for the label use at info@ggn.org.
- (iii) The approved “GGN Certified Aquaculture” label is:
- (iv) The approved “GGN Certified Floriculture” label is:

