

April 2018

IBD certified product labels elaboration & verification Guide

IBD Certifications

www.ibd.com.br

This document aims at assisting IBD customers in the development of IBD certified products' labels and the correct use of marks of conformity and / or accreditation marks.

We remind you that **any artwork of IBD certified products' label must be submitted to IBD for evaluation before use** to verify the correct use of the marks of conformity and / or accreditation marks, as defined in the **Certification Services Contract** signed with IBD Certificações Ltda.

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1. General Instructions for Organic Products

Fictitious label example:



Product name:

The organic quality information should be displayed on the front panel, by using the terms below:

"Organic" or **"Organic Product"** (more than 95% of organic ingredients)

"Product with organic ingredients" (70% to 95% of organic ingredients)

- For products sold in Brazil, therefore complying with Brazilian Law 10.831:

These terms can be complemented by the terms ecological, biodynamic, natural, regenerative, biological, agroecological, permaculture and organic sustainable extractivism.

Correct



Correct



- For products exclusively exported:

In the case of products destined exclusively for export, where the fulfillment of importing country requirements implies the use of prohibited products or processes in the Brazilian regulations, their labels should contain the words: "PRODUCT EXCLUSIVE FOR EXPORT".

In this case, the product can not receive the seal of the Brazilian Organic Conformity Assessment System (Sisorg).

List of ingredients

In multi-ingredient products, all ingredients should be listed in decreasing order of percentage, and organic ingredients should be identified with the word "Organic".

Correct

Ingredients: Organic guava,
organic sugar, pectin.

Correct

Ingredients: Guava *, sugar *,
pectin.

* Organic Ingredients

Incorrect

Ingredients: Guava, sugar,
pectin.

Make with organic Ingredients

Incorrect

Ingredients: Guava, sugar,
pectin.

Organic Ingredients.

(It does not inform which ingredients are organic, and which are not organic)

Name of manufacturer

Must contain:

- The producer's business name
- The producers' address
- The producers' Tax ID number (Brazilian legislation only)

Additional information such as Customer Service, Technical Officer, etc. may be included.

Correct

Organic Jellies Ltd.

Street Coronel Fonseca, 123 - 12.345-678 Frutolândia - SP
CNPJ: 77.777.777 / 0001-77

Correct

Organic Jellies Ltd.

Street Coronel Fonseca, 123 - 12.345-678 Frutolândia - SP
CNPJ: 77.777.777 / 0001-77
Customer Service - SAC (12) 3456-7890
www.davovoalimentosorganicos.com.br

Incorrect

Organic Jellies Ltd.

CNPJ: 77.777.777 / 0001-77
Customer Service - SAC (12) 3456-7890
www.davovoalimentosorganicos.com.br

Incorrect

Organic Jellies Ltd.

Street Coronel Fonseca, 123 - 12.345-678 Frutolândia - SP
Customer Service - SAC (12) 3456-7890
www.davovoalimentosorganicos.com.br

(Address not listed)

(Tax ID# not listed)

Products for Private Brands:

In the fictitious example below, the distributor "DaVovó" does not have an IBD certificate, it only outsources the production of organic jelly in the "Organic Jellies Ltd" industry, which has its own IBD certification.

The IBD seal must appear directly next to the manufacturing company certified by IBD. Both the IBD seal and the contact details of the certified company must be clearly separated from the distributor company (which does not have an IBD certificate):

Correct

Manufactured by: Organic Jellies Ltd Street Altamiro Bastião, 123 - 12.345-678 Geleiópolis - SP CNPJ: 33.333.333 / 0001-33	
Distributed by: DaVovó Ind. De Alimentos Ltda. Street Coronel Fonseca, 123 - 12.345-678 Frutolândia - SP CNPJ: 77.777.777 / 0001-77 Customer Service - SAC (12) 3456-7890 www.davovoalimentosorganicos.com.br	

Incorrect

Manufactured by: Organic Jellies Ltd Street Altamiro Bastião, 123 - 12.345-678 Geleiópolis - SP CNPJ: 33.333.333 / 0001-33	
Distributed by: DaVovó Ind. De Alimentos Ltda. Street Coronel Fonseca, 123 - 12.345-678 Frutolândia - SP CNPJ: 77.777.777 / 0001-77 Customer Service - SAC (12) 3456-7890 www.davovoalimentosorganicos.com.br	

(IBD seal is not clearly linked to the certified manufacturing company)

Additional Information

The labels must also comply with the specific technical regulations in force for the labeled product (Ministry of Agriculture registration for beverages and pulps, nutritional information, manufacturing date, expiry date, lot number, weight...).

2. Instructions for use of the Brazilian organic seal

The seal of the Brazilian Organic Conformity Assessment System (SISOrg) may only be used in products certified in accordance with Brazilian Law 10,831 of 2003, in accordance with the applicable requirements of the Normative Instructions of the Ministry of Agriculture, Livestock and Food Supply (MAPA) number 19 (May 2009) and number 18 (June 2014), available on the MAPA website:

www.agricultura.gov.br

The SISOrg seal exists in several formats: The IBD Certified clients can choose between using the seal:

Colorful



Black & White



Black & Gray



The seal should be displayed on the front panel of the product, seeking not to pollute or cover any information of the label. It is prohibited to associate it with the trademark and to display it in the form of an additional sticker (on top of the product's label).

The seal of the certification body may be used concomitantly with the SISOrg seal.

Minimum seal size SISOrg: 2,5 cm;



Vent area:

A transparent area should be kept around the seal where no drawings, photos or texts can be applied:



The spacing X is equal to the height of the letter "G" of the word ORGANIC.

On **Private Brands owned by non-certified** establishments, Technical Note COAGRE n ° 005/2011 of 07/02/2011 establishes that:

"The use of the SISORG seal and the term "Organic" may only be associated to a Private Brand if the company holding it is duly certified by a certification body accredited by the MAPA."

And "... companies that own "private label brand" should not associate to them neither the seal nor the terms "Organic", "Organic Product", "Products with Organic Ingredients" or their variations of gender and number. Both the seal and the terms must be associated to the product itself".

Incorrect

(term "Organic" directly associated with the DaVovó brand)

Desde 1978 **DaVovó Orgânicos** O sabor verdadeiro

Geleia de Goiaba

Ingredientes: Goiaba orgânica, açúcar orgânico, pectina.

INFORMAÇÕES NUTRICIONAIS		
	Porção de 100g	%VD
Valor energético	777 kcal	1
Carboidratos	7 g	2
Proteína	7 g	3
Gorduras totais	7 g	4
Fibra	7 g	5

Produto orgânico

Mais frutas menos açúcar!

ORGÂNICO BRASIL
CERTIFICAÇÃO POR AUDITORIA

IBD
MAPA 005/2011

Peso Neto: 200g

Fabricação:
Validade:
Lote

Geleias Orgânicas Ltda.
Rua Coronel Figueira, 123 - 12345-678 Fribolândia - SP
CNPJ: 11.111.111/0001-11
Serviço de Atendimento ao consumidor - SAC (11) 3456-7890
www.geleiasorgnicas.com.br

Indústria Brasileira

Incorrect

(SISORG seal directly associated with the Da Vovó brand)

Desde 1978

Doces DaVovó

Geleia de Goiaba

Ingredientes: Goiaba orgânica, açúcar orgânico, pectina.

96% de ingredientes orgânicos

INFORMAÇÕES NUTRICIONAIS		
	Porção de 100g	%VP
Valor energético	777 kcal	1
Carboidratos	7 g	2
Proteína	7 g	3
Gorduras totais	7 g	4
Fibra	7 g	5

Produto orgânico

Mais frutas menos açúcar!

Peso Neto: 200g

Fabricação:
Validade:
Lote:

Geleias Orgânicas Ltda.
Rua Coronel Fonseca, 123 - 12.345-678 Frutolândia - SP
CNPJ: 77.777.777/0001-77
Serviço de Atendimento ao Consumidor - SAC (12) 3456-7890
www.davovoorganicos.com.br

IBD
www.ibd.com.br

Indústria Brasileira

Incorrect

(SISORG seal directly associated with the Da Vovó brand)

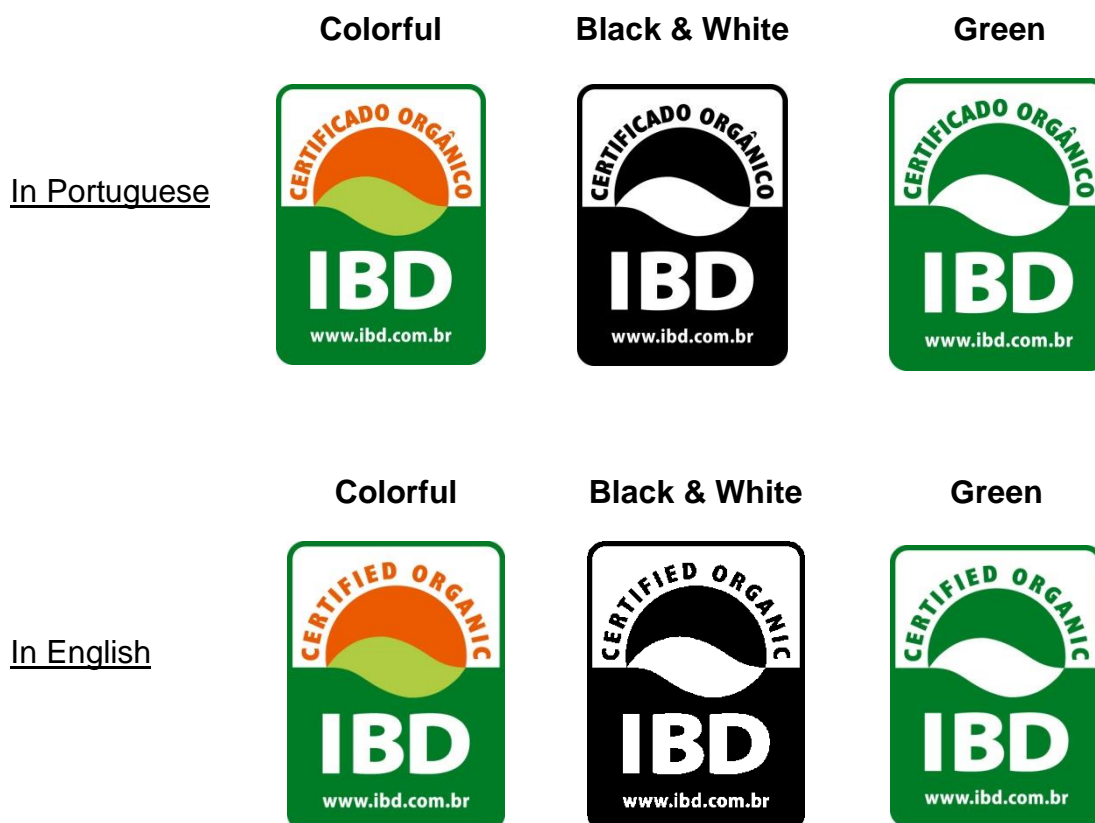
<p>Manufactured by: Organic Jellies Ltd Street: Altamiro Bastião, 123 - 12.345-678 Geleiópolis - SP CNPJ: 33.333.333 / 0001-33</p>	
<p>Distributed by: DaVovó Ind. De Alimentos Ltda. Street: Coronel Fonseca, 123 - 12.345-678 Frutolândia - SP CNPJ: 77.777.777 / 0001-77 Customer Service - SAC (12) 3456-7890 www.davovoalimentosorganicos.com.br</p>	

3. Instructions for use of the IBD organic seal

The IBD Organic seal can only be used in IBD certified organic products, in accordance with the applicable requirements of the IBD Organic Quality Standard Guidelines, available on the IBD website, under "*Guidelines and Legislation*":

www.ibd.com.br

The IBD Organic seal exists in several formats: The IBD certified producer can choose between using the seal:



The IBD seal should **preferably be placed on the front panel of the label**, but may also be inserted anywhere in the package, as long as it is clearly visible.

Under no circumstances can the seal model be altered, either in its proportions, or in the colors, or in the content:

Incorrect



Incorrect



Incorrect



4. Instructions for use of the IBD organic seal with IFOAM

The IBD seal also exists in the "IFOAM Accredited" version.

The IFOAM logo is the symbol of the International Federation of Organic Agriculture Movements and is owned by IFOAM. The IFOAM logo accompanied by the word "Accredited" is the IFOAM seal. The IFOAM seal is designed in a standardized way, the only way to be used in packaging:



The use of this seal is subject to authorization and approval by IBD.

The IFOAM seal must be used exclusively in conjunction with the IBD ORGANIC seal, according to the example presented in item 2.1.2. The examples below contain the only authorized form for use of the combination seals in the product packaging.

Colorful

Black & White

In Portuguese



IBD

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In English



The use of this seal is justified mainly for products destined for export, in case the importers request the IFOAM certification.

The customer agrees not to adopt, use, permit the use, register or attempt to register as a trademark, service mark, trade name or legal entity name or other, the seal, as well as the IFOAM logo, or any other term or translation which has the same meaning as any of those words, symbols, symbols or combinations thereof, which are in any way similar.

The IFOAM ACCREDITED seal may only be used on products certified by the IBD certification program approved by the IOAS (International Organic Accreditation Service).

The certification activities performed by IBD not included in this case are: biodynamic certification (Demeter seal), Brazilian law 10.831, NOP, JAS, and all standards not covered by IFOAM accreditation. Therefore the products certified by these programs can not use the IFOAM label.

5. Instructions for use of the USDA Organic Seal

The USDA Organic seal may only be used on "Organic" or "100% Organic" certified products according to the United States Department of Agriculture's (USDA) National Organic Program (NOP), in accordance with the applicable requirements of NOP and Policy Memorandum and associated Guidances, available on the NOP website:

www.ams.usda.gov/about-ams/programs-offices/national-organic-program

By virtue of a reciprocal agreement between the Canadian government and the United States government, products certified under the COR - Canada Organic Regime - can also be labeled with the USDA seal, and vice versa.

The NOP-USDA certified producer can choose between using the seal:

Colorful



Black & White



The USDA seal can **preferably be placed on the front panel of the label, next to the IBD seal**, but can also be inserted anywhere in the package, as long as it is clearly visible.

Under no circumstances can the seal be altered, either in its proportions, or in the colors, or in the content:

Incorrect



Incorrect



Incorrect



IBD

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The USDA seal must be of a size equal to or greater than the IBD seal.

The terms "100% Organic" and "Organic" may be used for products certified as such on any part of the label:

Correct



Correct



Incorrect



(USDA seal smaller than IBD seal and IBD registration code not required)

Incorrect



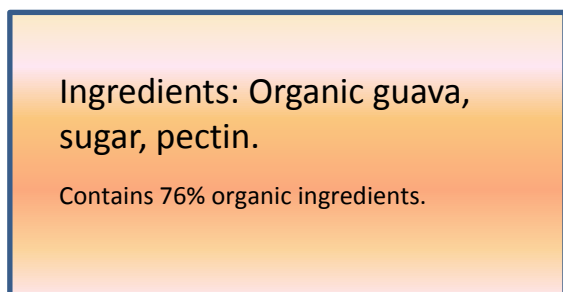
(Distorted USDA seal and IBD registration code should not be included)

In the case of "**Made with organic ingredients**" products (which have between 70% and 95% of USDA organic ingredients in their composition):

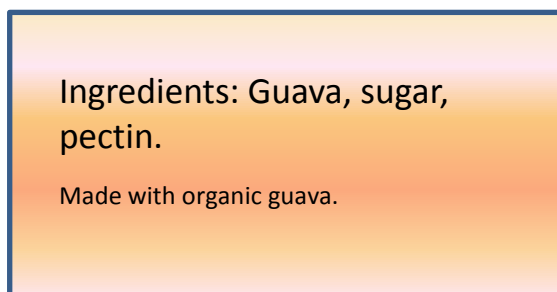
The use of the USDA Organic seal is expressly prohibited.

You may use the term on any part of the label "Made with organic XXX". Where XXX corresponds to the name of the organic ingredients (not more than 3) or to the group of ingredients ("grains", "oils", "fruits" ...).

Correct



Correct

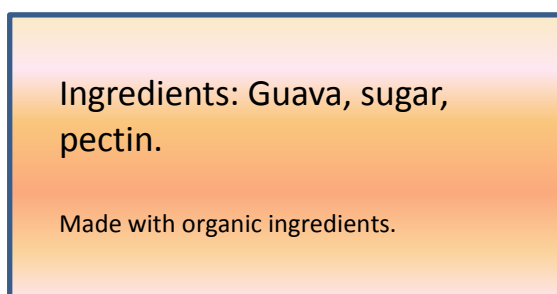


Incorrect



(cannot use USDA seal and IBD registration code should not be included)

Incorrect



(does not inform which ingredients are organic)

On NOP certified product labels (any category), you must include below the manufacturer or distributor's identification the terms Certified organic by IBD.

Manufactured by: Geleias Orgânicas Ltda

Certified organic by IBD

Street: Altamiro Bastião, 123 - 12.345-678 Geleiópolis - SP

CNPJ: 33.333.333 / 0001-33

Distributed by: DaVovó Ind. De Alimentos Ltda.

Street: Coronel Fonseca, 123 - 12.345-678 Frutolândia - SP

CNPJ: 77.777.777 / 0001-77

Served by Customer Service - SAC (12) 3456-7890

www.davovoalimentosorganicos.com.br

Manufactured by: Geleias Orgânicas Ltda

Street: Altamiro Bastião, 123 - 12.345-678 Geleiópolis - SP

CNPJ: 33.333.333 / 0001-33

Distributed by: DaVovó Ind. De Alimentos Ltda.

Street: Coronel Fonseca, 123 - 12.345-678 Frutolândia - SP

CNPJ: 77.777.777 / 0001-77

Certified organic by IBD

Served by Customer Service - SAC (12) 3456-7890

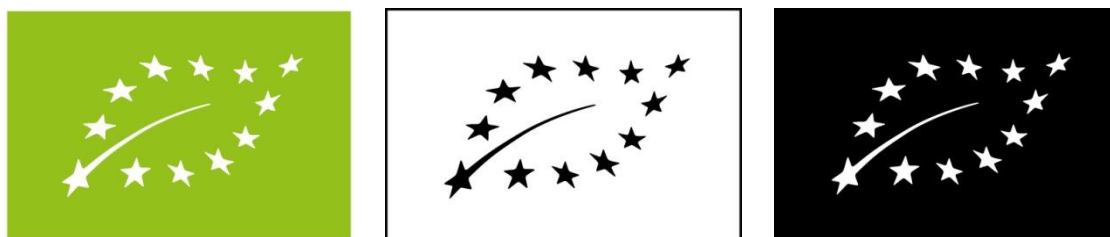
www.davovoalimentosorganicos.com.br

6. Instructions for use of the European organic seal

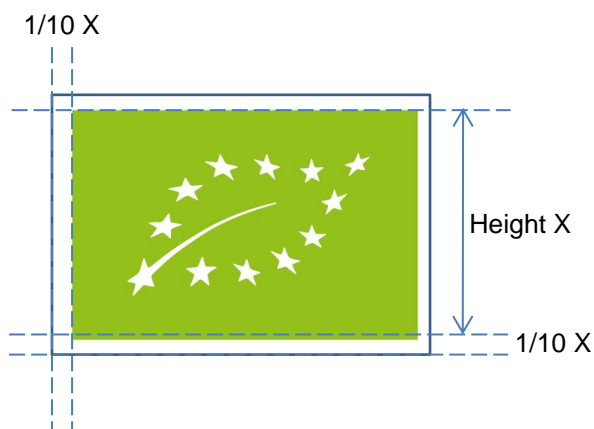
The European organic seal may only be used on products certified against the European Regulation (EC) 834/2007, in accordance with the applicable requirements of European Regulation (EC) 834/2007 & (EC) 889/2008 (available on the European Union website <http://eur-lex.europa.eu>) and the instructions provided in the [User manual of the EU organic farming logo](#) and in the [Frequently Asked Questions on the logo](#) (both available at www.organic-farming.europa.eu and in IBD upon request).

Its use is voluntary for all products produced in third countries and exported to any country of the European Union. However, the code of the certification body or control authority to which the operator who has carried out the most recent production or preparation operation is subject must always be displayed on the label. IBD code is BR-BIO-122 (for Brazilian producers) or CN-BIO-122 (for Chinese producers).

Certified (EC) 834/2007 producers may use one of the 3 seals below, in any size, with a minimum height of 9 mm and a minimum width of 13.5 mm:



A "clean" space with no text or element around the seal, equivalent to 1 / 10th of the height, must be respected:



Incorrect



Incorrect



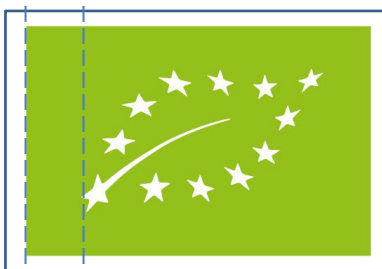
Incorrect



When using the European seal, the place where the agricultural raw materials of which the product is composed have been farmed shall also be displayed, just below the certification body code, preferably in Myriad Pro font:

- ✓ “EU Agriculture” where the agricultural raw material has been farmed in the European Union,
- ✓ “non-EU Agriculture” where the agricultural raw material has been farmed in third countries,
- ✓ “EU/non-EU Agriculture” where part of the agricultural raw materials has been farmed in the Community and a part of it has been farmed in a third country.

BR-BIO-122
non-EU Agriculture



CN-BIO-122
non-EU Agriculture



BR-BIO-122
Brazil Agriculture



CN-BIO-122
China Agriculture



The above mentioned 'EU' or 'non-EU' indication shall not appear in a colour, size and style of lettering more prominent than the sales description of the product.

The seal of the certifier may accompany the European seal:

Correct



Correct



Incorrect



(IBD registration code must not be included)

Incorrect



(IBD seal covers the European seal)

7. Instructions for use of the Canadian organic seal

The Canada Organic seal may only be used on "Organic" certified products according to the Canadian Organic Regime (COR) of the Canadian Food Inspection Agency (CFIA), in accordance with the applicable requirements of COR, available on the CFIA website: www.inspection.gc.ca/

Under a reciprocal agreement between the Canadian government and the United States government, NOP-USDA certified products can also be labeled with the COR seal, and vice versa. In this case the use of the two USDA Organic and Canada Organic seals would be possible and these products may be marketed in the USA and Canada.

NOP-USDA certified customers who wish to make use of this reciprocity agreement may choose to use the seal:

Colorful



Black & White



The COLOR seal should **preferably be placed on the front panel of the label, next to the IBD seal**, but may also be inserted anywhere in the package, as long as it is clearly visible.

Under no circumstances can the stamp model be altered, either in its proportions, or in the colors, or in the content:

Incorrect



Incorrect



Incorrect



IBD

CERTIFICAÇÕES

The seal must be of equal or greater size than the IBD seal.

The term "Organic" may be used for products classified as such on any part of the label:

Correct



Correct



Incorrect



(COR seal smaller than IBD seal and IBD registration code must not appear)

Incorrect



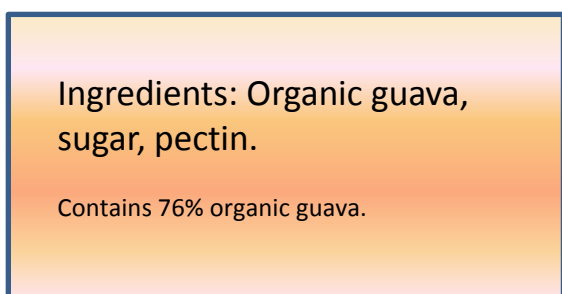
(distorted proportions of the COR seal and IBD registration code should not be included)

In the case of products "**Made with organic ingredients**" (which have between 70% and 95% of organic ingredients COR in its composition):

It is expressly forbidden to use the COR seal.

The use of the words "*Contains X% organic YYY*" on the main panel of the label is allowed. Where X% corresponds to the total percentage of organic ingredients COR and YYY corresponds to the name of the organic ingredients in question.

Correct

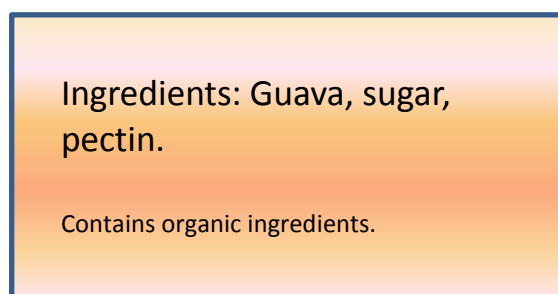


Incorrect



(cannot use the COR seal and IBD registration code should not be displayed)

Incorrect



(It does not inform which ingredients are organic)

8. Instructions for use of the Demeter seal

The Demeter seal may only be used on products certified according to Demeter standards, in accordance with the applicable requirements of the Labeling Standards for the use of Demeter, Biodynamic and related trademarks available on the Demeter International website: www.demeter.net

The Demeter Certified producers can choose from the following seals:

Colorful



Black & White



Under no circumstances can the seal be altered, either in its proportions, or in the colors, or in the content:

Incorrect



Incorrect



Incorrect



Incorrect



The Demeter seal must always state:

- At the top edge of the front label,
- Centrally.

The width of the Demeter seal should measure:

- Approximately one third of the total width of the label,
- At least 2 cm and at most 5 cm.

Sample Demeter label:



Correct

min. 2 cm
max. 5 cm



Incorrect

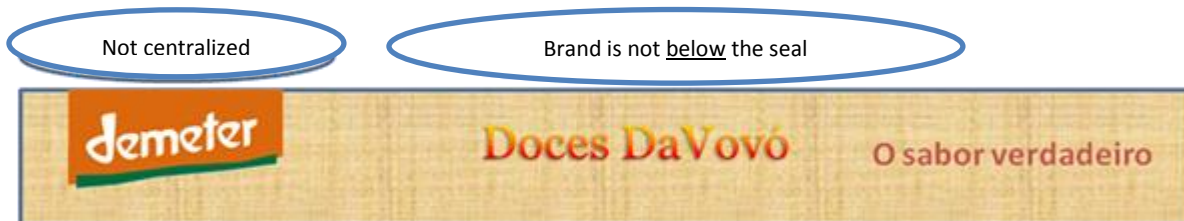
Not close to top edge



IBD

CERTIFICAÇÕES

Incorrect



To make it easier to understand the term "Demeter", you can add the words "**Biodynamic**" just below the Demeter seal.



You can also use one of the following sentences, anywhere on the label:

*"**Demeter** is the registered trademark for food derived from Certified Biodynamic production"*

*"**Demeter** is the trademark for biodynamic production food"*

Incorrect



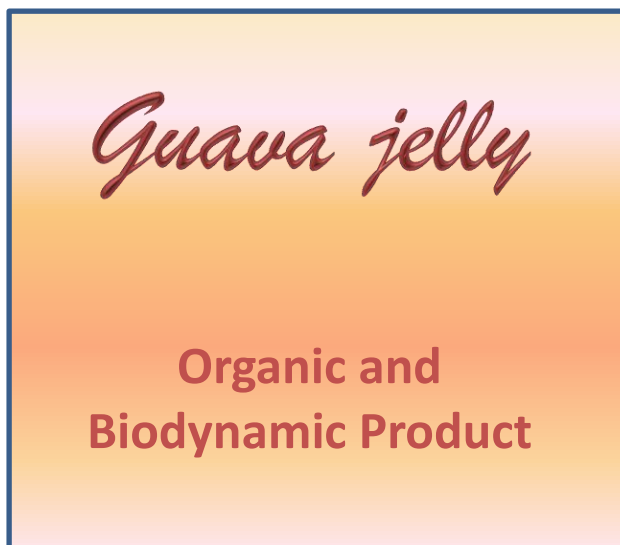
(not on top of the label)

Incorrect



(does not mention the term "Organic")

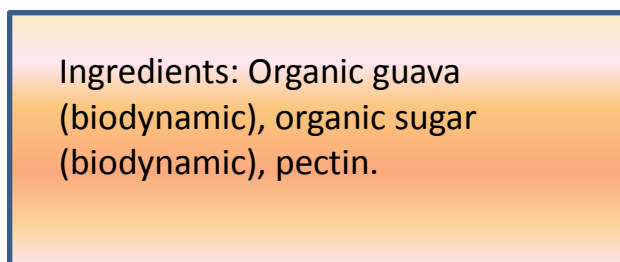
Correct



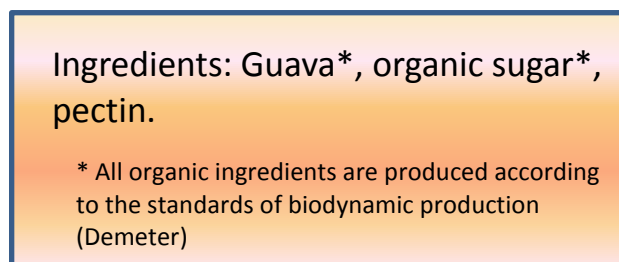
Correct



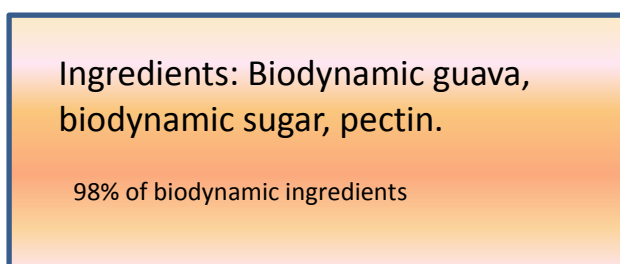
Correct



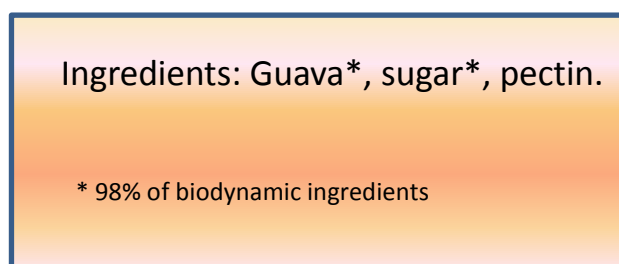
Correct



Incorrect



Incorrect



(does not mention the term "Organic")

(does not mention the term "Organic")

9. Instructions for use of the JAS seal

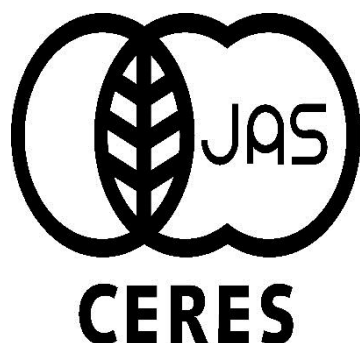
The JAS seal can only be used on products certified according to the JAS standards. This certification is made in partnership with the German certification body CERES.

The JAS certified producers must use the JAS seal provided by CERES along with their JAS certificate number. All JAS labels must be submitted to CERES for prior approval:

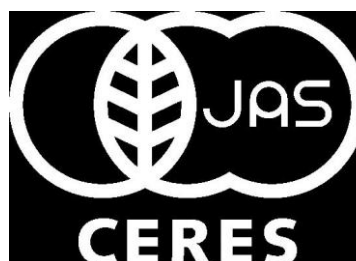


Under no circumstances can the stamp model be altered, either in its proportions, or in the colors, or in the content:

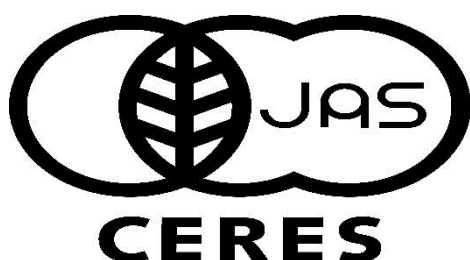
Incorrect



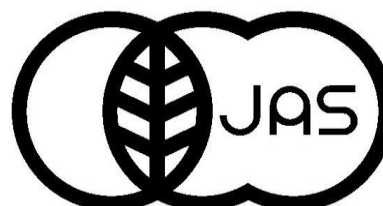
Incorrect



Incorrect



Incorrect



The JAS seal plays a major role for the JAS certification as it serves as a sales control (equivalent to a transaction certificate).

Producers who use the JAS seal must maintain records of their use in the marketed products.

In the case of products sold in bulk, it is possible to apply the JAS seal on the sales receipt accompanying the sale of the product.

10. Instructions for use of the FAIR TRADE IBD seal

The Fair Trade IBD seal may only be used on products certified in accordance with the Fair Trade IBD standard. Certified producers can choose one of the following seal:

Colorful



Black & White



Under no circumstances can the seal be altered, either in its proportions, or in the colors, or in the content:

Incorrect



Incorrect

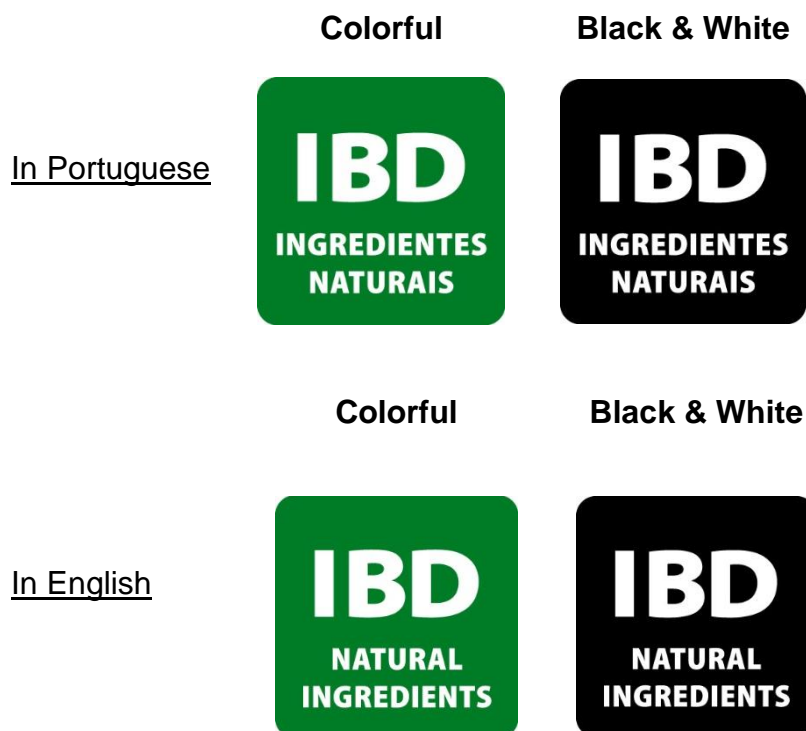


Incorrect



11. Instructions for use of the IBD NATURAL INGREDIENTS seal

The NATURAL INGREDIENTS seal may only be used on products certified according to the IBD standard for natural health and beauty products. NATURAL INGREDIENTS certified products can be labeled with the seals:



Under no circumstances can the seal be altered, either in its proportions, or in the colors, or in the content:



The NATURAL INGREDIENTS seal should **preferably be placed on the front of the label** but may be inserted anywhere in the package, provided it is clearly visible.

Incorrect



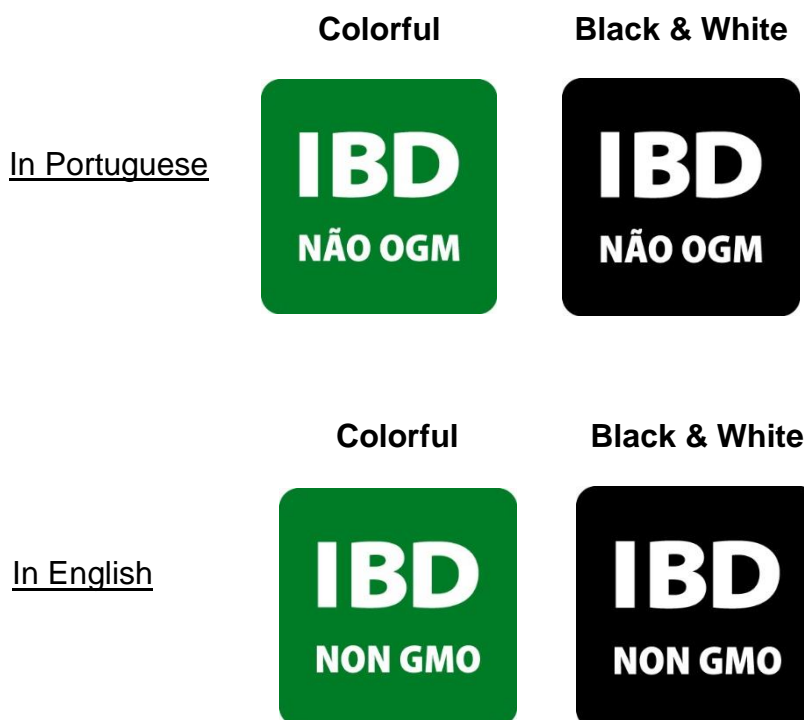
Correct



(the NATURAL INGREDIENTS seal is exclusive to non-organic cosmetics)

12. Instructions for use of the non-GMO IBD seal

The non-GMO seal may only be used on products certified in accordance with the IBD standard for non-GMO products. Non-GMO certified products may be labeled with the following seals:



Under no circumstances can the seal be altered, either in its proportions, or in the colors, or in the content:



The non-GMO seal should **preferably be placed on the front of the label**, but may be inserted anywhere in the package, provided it is clearly visible.

Correct



Correct

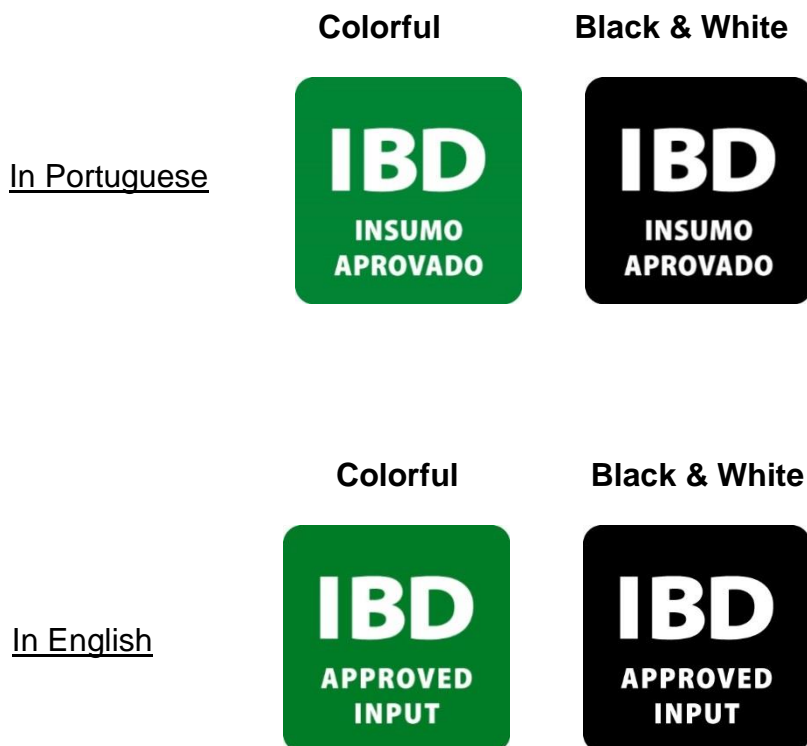


(the NON-GMO label applies to both organic and conventional products)

There is no obligation to inform which ingredients are certified Non-GMO.

13. Instructions for use of the IBD APPROVED INPUT seal

The APPROVED INPUT seal may only be used on products certified in accordance with the IBD Guidelines for Input Approval Program. The models of the IBD seals for Approved Input are:



Under no circumstances can the seal be altered, either in its proportions, or in the colors, or in the content:



In addition to the APPROVED INPUT seal, when the seal is used on the input label, it is mandatory to use the following sentence:

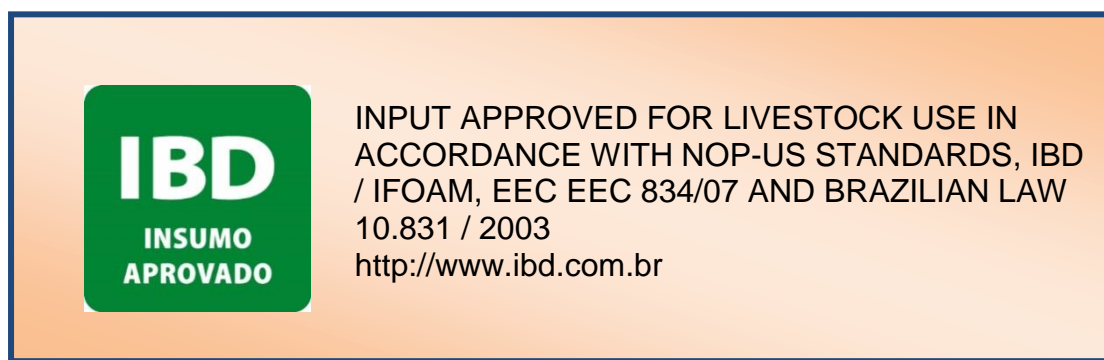
"INPUT APPROVED FOR USE (IN AGRICULTURE / LIVESTOCK / FOOD PROCESSING - select as applicable) IN ACCORDANCE WITH NOP-USDA, IBD / IFOAM, EEC 834/07, JAS AND BRAZILIAN LAW No. 10.831 / 2003" (select as stated on the IBD Declaration of Conformity).

In addition to the mandatory sentence, it is optional to include the IBD website (www.ibd.com.br).

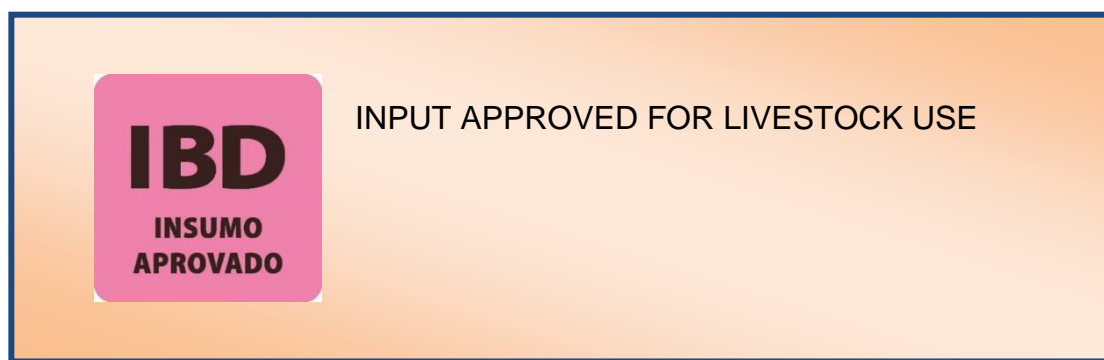
For any other promotional material, it is not mandatory to use the above sentence.

The APPROVED INPUT seal can be inserted anywhere on the package, as long as it is clearly visible.

Correct



Incorrect



14. Instructions for use of the NATRUE seal

The NATRUE seal may only be used on products certified according to the "NATRUE Label Requirements" standard, in accordance with the "Agreement of the usage of the NATRUE label for finished products/raw materials" signed between the certified producer and NATRUE, and the latest version of the "NATRUE Label Usage Guidelines" and the "NATRUE Label Guide" available on the NATRUE website:

www.natrue.org

15. Instructions for use of the Rainforest Alliance seal

The Rainforest Alliance Certified™ seal can only be used on products certified according to the Rainforest Alliance Sustainable Agriculture Standard, in accordance with the requirements of the “Rainforest Alliance Certified™ seal non-exclusive license agreement” signed between the certified producer and Rainforest Alliance Inc., and the latest version of the "Requirements and Guidelines for Use of the Rainforest Alliance Trademarks", available on the Rainforest Alliance website:

www.rainforest-alliance.org

16. Instructions for using the UTZ seal

The UTZ Certified seal may only be used on products certified to UTZ standards for producers who have a valid license issued by UTZ in accordance with the latest “UTZ Labeling and Trademark Policy for claims and logo use” and of the "User Manual - The UTZ Certified labeling approval system" available on the UTZ website:

www.utz.org

17. Instructions for use of the RSPO seal

The RSPO logo is for the exclusive use of the RSPO Secretariat.

The RSPO seal (palm leaf trademark) may only be used on products certified in accordance with RSPO's SCC standards, by operators who owns a valid license to use the mark issued by RSPO, in accordance with the latest version of "RSPO Trademark Usage and Guidelines" and the "RSPO Rules on Market Communications and Claims" available on the RSPO website:

www.rspo.org