October, 2024

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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2.



3. General Instructions for Organic Products

Ficticious label example:



Product name:

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

• 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).

[&]quot;Organic" or "Organic Product" (more than 95% of organic ingredients)

[&]quot;Product with organic ingredients" (70% to 95% of organic ingredients)



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

Correct

Ingredients: Organic guava, organic sugar, pectin.

Ingredients: Guava *, sugar *, pectin.

* Organic Ingredients

Incorrect

Incorrect

Ingredients: Guava, sugar, pectin.

Make with organic Ingredients

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

Correct

Organic Jellies Ltd.

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

Organic Jellies Ltd.

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

Incorrect

Incorrect

Organic Jellies Ltd.

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

(Address not listed)

Organic Jellies Ltd.

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

(Tax ID# not listed)

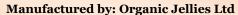


Products for Private Brands:

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 <u>directly next to the manufacturing company certified by IBD</u>. 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



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...).



4. 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:



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)





Incorrect

(SISORG seal directly associated with the Da Vovó brand)



Incorrect

(SISORG seal directly associated with the Da Vovó brand)





5. 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:

In Portuguese

Colorful

Black & White

Green

Colorful background – White seal with transparency









In English

Colorful

Black & White

Green

Colorful background – White seal with transparency









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





6. 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

In Portuguese







Black & White





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 <u>not</u> use the IFOAM label.



7. 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:

https://www.ams.usda.gov/rules-regulations/organic/organic-seal

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







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

Ingredients: Organic guava, sugar, pectin.

Contains 76% organic ingredients.

Correct

Ingredients: Guava, sugar, pectin.

Made with organic guava.

Incorrect



Incorrect

Ingredients: Guava, sugar, pectin.

Made with organic ingredients.

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

(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



8. Instructions for use of the European organic seal

The European organic seal may only be used on organic products certified against the European Regulation (EU)2018/848, in accordance with the applicable requirements of European Regulation (EU)2018/848 & (EU)2021/279 (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 intermediary products produced in third countries and exported to any country of the European Union and mandatory in the case of prepacked food (for final consumption) placed on the European market. 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 (and in the same visual field of the European organic seal when it is used).

The IBD code is BO-BIO-122 in Bolivia, BR-BIO-122 in Brazil, CN-BIO-122 in China, CO-BIO-122 in Colombia, EC-BIO-122 in Ecuador, MN-BIO-122 in Mongolia, MX-BIO-122 in Mexico, PE-BIO-122 in Peru, PY-BIO-122 in Paraguay, RU-BIO-122 in Russia and US-ORG-065 in the United States of America.

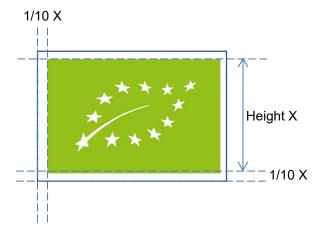
Certified (EU)2018/848 organic producers may use one of the 3 seals below, in any size, with a minimum height of 9 mm and a minimum width of 13.5 mm (exceptionally, the minimum size may be reduced to a height of 6 mm for very small packages):







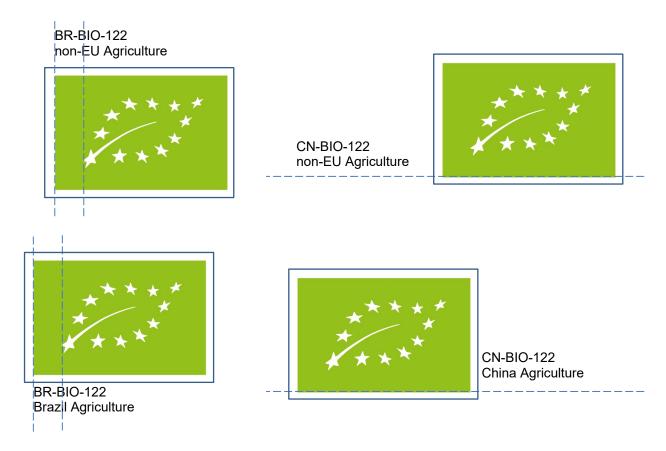
A "clean" space with no text or element around the seal, equivalent to 1 / 10th of the height, must be respected:





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.





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

Incorrect



(IBD registration code must not be included)

(IBD seal covers the European seal)

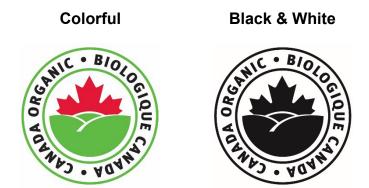
The terms "in conversion" for products of plant origin as referred to in Articles 10(4) and 30(3) of Regulation (EU)2018/848 shall appear in a colour, size and style of lettering that is not more prominent than the sales description of the product, while the entire indication shall have the same size of letters and in the same visual field as the code number of the certifier.

9. 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/

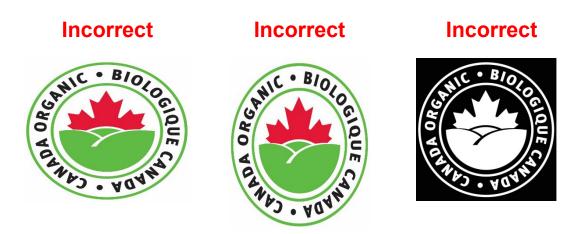
Under a reciprocal agreement between the Canadian government and the United States government, NOP-USDA certified products can also be labeled with the COR seal, and vice versa. In this case the use of the two USDA Organic and Canada Organic seals would be possible and these products may be marketed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

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



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:





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 <u>expressly forbidden</u> 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

Ingredients: Organic guava, sugar, pectin.

Contains 76% organic guava.

Incorrect

IBD code SP XXX

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

Incorrect

Ingredients: Guava, sugar, pectin.

Contains organic ingredients.

(It does not inform which ingredients are organic)



10. 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:

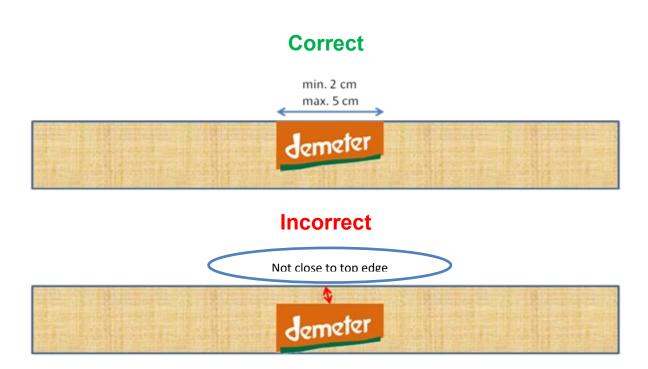
- · At the top edge of the front label,
- Centrally.

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:





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

Guava jelly

Organic and Biodynamic Product

Guava jelly

Organic Product produced in accordance with the Biodynamic method

Correct

Ingredients: Organic guava (biodynamic), organic sugar (biodynamic), pectin.

Correct

Ingredients: Guava*, organic sugar*, pectin.

* All organic ingredients are produced according to the standards of biodynamic production (Demeter)

Incorrect

Ingredients: Biodynamic guava, biodynamic sugar, pectin.

98% of biodynamic ingredients

(does not mention the term "Organic")

Incorrect

Ingredients: Guava*, sugar*, pectin.

* 98% of biodynamic ingredients

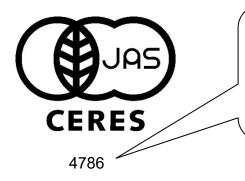
(does not mention the term "Organic")



11. 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:



This is the **certificate number** assigned by CERES. You can find it on your JAS certificate. If your certificate number is for example 4786-1, do not include "-1" in your labels because this changes every year.

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

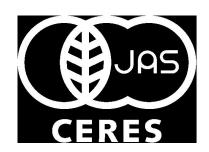
Incorrect



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.



12. 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:



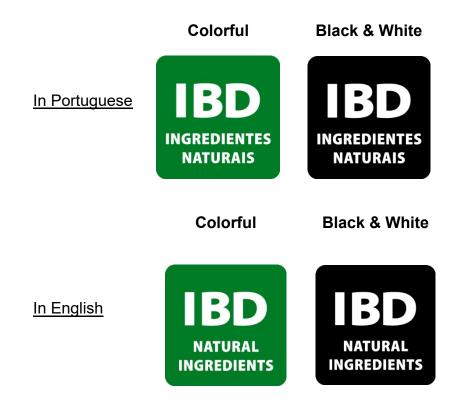
Under no circumstances can the seal be altered, either in its proportions, or in the colors, or in the content:





13. 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:





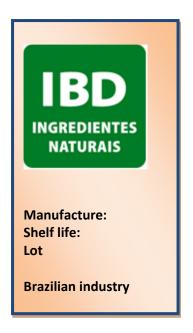
The NATURAL INGREDIENTS seal should **preferably be placed on the front of the label** but may be inserted anywhere in the package, provided it is clearly visible.

Incorrect



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

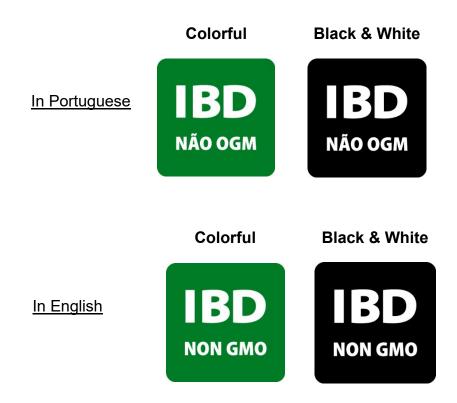
Correct





14. 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:



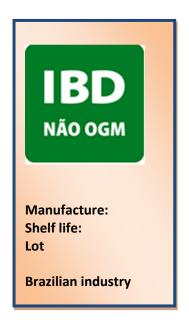


The non-GMO seal should **preferably be placed on the front of the label**, but may be inserted anywhere in the package, provided it is clearly visible.

Correct



Correct



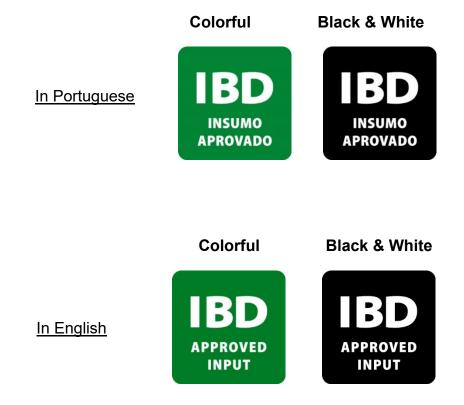
(the NON-GMO label applies to both organic and conventional products)

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



15. 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, EU 848/2018, 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





16. 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



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