GLOBALG.A.P. TRADEMARKS USE: POLICY AND GUIDELINES

VERSION 1.0-1

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*For GLOBALG.A.P. general regulations version 6

GLOBALG.A.P.

CONTENTS

1 INTRODUCTION

The GLOBALG.A.P. brand of farm assurance solutions includes a wide range of robust standards and complementary modules (so-called add-ons) which are internationally recognized as markers of responsible farming practices. Thanks to comprehensive scheme requirements and a dedicated integrity program, the GLOBALG.A.P. brand is highly regarded by the food and agribusiness supply chain sectors.

Part of the integrity program is dedicated to ensuring the GLOBALG.A.P. brand is not misused or misrepresented. This document is part of the GLOBALG.A.P. normative documents and has been developed to supplement the work of the integrity program. It is intended as a primary resource for all those wishing to reference GLOBALG.A.P. or their role within the GLOBALG.A.P. network.

The key objectives of this document are to:

*   Identify the correct use of GLOBALG.A.P. trademarks and identification numbers
*   Serve as a guideline for correctly describing the GLOBALG.A.P. brand and its products (standards and add-ons) and services
*   Identify the correct use of GLOBALG.A.P. seals

Thank you for following these guidelines to ensure that GLOBALG.A.P. branding is always

consistent,
professional,
and
distinctively GLOBALG.A.P.

2 ABOUT GLOBALG.A.P.

PROMOTING SAFE AND RESPONSIBLE FARMING SINCE 1997

OUR PURPOSE

Every generation has a right to safe food. To protect this right now and for future generations, the world's farms must produce safe food in ways that are socially and environmentally responsible and resilient.

OUR VISION

We envision a world in which farms are recognized for their efforts to continuously produce enough safe food while safeguarding our environment and the welfare of farming communities.

GLOBALG.A.P. is a brand of smart farm assurance solutions developed by FoodPLUS GmbH in Cologne, Germany, with cooperation from producers, retailers, and other stakeholders from across the food industry. These solutions include a range of standards for safe, socially and environmentally responsible farming practices. The most widely used GLOBALG.A.P. standard is Integrated Farm Assurance (IFA), applicable for fruit and vegetables, aquaculture, floriculture, livestock, and more. This standard also forms the basis for the GGN label: The consumer label for certified, responsible farming and transparency.

OUR MISSION

We collaborate with supply chain stakeholders to foster the global adoption of safe, socially and environmentally responsible farming practices by providing industry-leading, cost-effective, and value-adding assurance and benchmarking solutions.

3 CONCEPTS AND DEFINITIONS

3.1 GLOBALG.A.P. TRADEMARKS

All trademarks for the GLOBALG.A.P. brand are owned by FoodPLUS GmbH. In this document, "trademarks" refers to the following brand assets only:

The GLOBALG.A.P. word image (with bold emphasis and in GLOBALG.A.P. green):

GLOBALG.A.P.

The GLOBALG.A.P. G logo:

The full GLOBALG.A.P. logo (G logo and word image together):

GLOBALG.A.P.

The GLOBALG.A.P. trademarks are most commonly depicted in GLOBALG.A.P. green, but may also be used in white on a dark background, as shown in the GLOBALG.A.P. trademarks and seals style Guide (see appendix).

A note on spelling
GLOBALG.A.P. is one word, i.e., there is no space between the elements "GLOBAL" and "G.A.P." The word "GLOBALG.A.P." is always written in uppercase, with dots after each of the three last letters.

3.2 GLOBALG.A.P. IDENTIFICATION NUMBERS

GLOBALG.A.P. identification numbers are unique numbers given to producers and any other legal entities in the GLOBALG.A.P. system. They are made up of a prefix (often referring to the certification standard) and a 13-digit number separated by a space.

GLOBALG.A.P. identification numbers are generated by the GLOBALG.A.P. IT systems. In order to issue a GLOBALG.A.P. identification number, GLOBALG.A.P. uses existing Global Location Numbers (GLN), which are issued by and purchased from the local GS1 organization (www.gs1.org).
In the absence of a GLN, GLOBALG.A.P. assigns its own interim GLN. This is not equivalent to owning a GLN, because the GLOBALG.A.P. identification number is technically a sub-GLN of one single GLN owned by GLOBALG.A.P.

Types of GLOBALG.A.P. identification numbers

GGN: Producers who are registered or have certification for the Integrated Farm Assurance (IFA) standard or a benchmarked scheme/approved modified checklist receive a GLOBALG.A.P. Number (GGN), which may be used as stipulated in the relevant principles and criteria.

CoC Number: Producers/Companies who are registered or have certification for the Chain of Custody (CoC) standard receive a CoC Number, which may be used as stipulated in the relevant principles and criteria.

PHA-N: Producers/Companies who are registered or have certification for the Produce Handling Assurance (PHA) standard receive a PHA-N, which may be used as stipulated in the relevant principles and criteria.

LGN: Producers/Companies who are registered for or assessed against a localg.a.p. standard receive a localg.a.p. Number (LGN). If/When the producer graduates to IFA certification, the LGN prefix changes to GGN. The numeric digits for the GGN will remain identical to the LGN linked to the legal identity.

3.3 GLOBALG.A.P. CLAIMS

A GLOBALG.A.P. claim occurs when a GLOBALG.A.P. certificate holder (e.g., for standards such as IFA, PHA, CoC, etc.) or a holder of a certificate for a benchmarked scheme/approved modified checklist states and/or markets in a business-to-business (B2B) context that a process, service, or product complies with a GLOBALG.A.P. standard or add-on. This includes on-product labeling with a GLOBALG.A.P. identification number.

Examples of GLOBALG.A.P. claims:

- A B2B product catalogue containing the sentence: "Products marked with a * come from farms with a valid GLOBALG.A.P. IFA certificate."
- An invoice using a code, e.g., "GG109309", and an explanation, e.g., "'GG' in the product code means that this product originates from a GLOBALG.A.P. IFA certified production process."
- A B2B product website states: "All products come from GLOBALG.A.P. IFA certified production processes which have also completed a GRASP assessment with full compliance."

GLOBALG.A.P. claims are commonly found:

- On delivery notes, invoices, packing lists
- In B2B product catalogues and price lists
- On websites with B2B product offers

3.4 BOILERPLATE TEXTS

Boilerplate texts are prewritten text blocks that can be reused in new contexts without changes to the original. Placeholder text – such as company names or nonapplicable items from a list and indicated by <triangular brackets> – may be exchanged as appropriate.

In the context of these guidelines, boilerplate texts are provided to stakeholders to accompany their use of GLOBALG.A.P. seals or trademarks.

3.5 GLOBALG.A.P. SEALS

GLOBALG.A.P. seals are marks provided to certain stakeholders who formally participate in the GLOBALG.A.P. network. A seal supports the communication of the stakeholder's role in the GLOBALG.A.P. network as a supporter of safe and responsible farming.

3.6 GGN LABEL

The GGN label is a cross-category consumer label owned by FoodPLUS GmbH. It stands for certified, responsible farming and transparency and is based on the IFA standard (or benchmarked schemes/approved modified checklists) for aquaculture, flowers and ornamentals, and fruit and vegetables. As a consumer-facing initiative with an online portal, it is the only FoodPLUS GmbH brand which is intended for business-to-consumer (B2C) contexts.

GGN label logo   **GGN label portal**

! Please note that IFA certification alone does not qualify for a GGN label license and the right to use the GGN label. To find out more about the GGN label and how to join the initiative, please see www.globalgap.org/ggnlabel or contact the GGN Label team at info@ggn.org.

4 POLICY

4.1 GENERAL PRINCIPLES

- **Consumers shall never be exposed to the GLOBALG.A.P. trademarks.**
  GLOBALG.A.P. trademarks shall not appear on consumer-facing touchpoints, e.g., in the store, on the product/product packaging, in consumer communication, or in retailers' leaflets.

The GGN label is a consumer-facing trademark linked to the GLOBALG.A.P. brand. The GGN label may be used in B2C contexts where the necessary conditions are met. See our website and the GGN label brand guidelines for more information.

- **The GLOBALG.A.P. trademarks and accompanying boilerplate texts or claims may be used in certain business to business (B2B) contexts, where permission is granted.**
  Permitted cases are detailed in sections 4.2 to 4.4.

- **GLOBALG.A.P. identification numbers (without accompanying trademarks) may appear at the point of sale, e.g., on a product, if required by the supply chain.**
  The company that labels a product or document with a GLOBALG.A.P. identification number shall have a valid GLOBALG.A.P. IFA, CoC, PHA, CFM certificate or a certificate from a benchmarked scheme/approved modified checklist, as detailed in sections 4.3.1 and 4.3.2.

- **The GLOBALG.A.P. trademarks shall never be used on** promotional items, apparel items, bags/accessories of any kind, or personal care items.

- **Individuals or entities who are provided with a GLOBALG.A.P. seal shall use the seal to demonstrate their affiliation to the GLOBALG.A.P. brand. They shall not use the GLOBALG.A.P. trademarks for this purpose.**
  See more information on GLOBALG.A.P. seals in section 5.

- **Unauthorized use of the GLOBALG.A.P. trademarks may result in legal action.**

4.2 USE OF GLOBALG.A.P. IDENTIFICATION NUMBERS

i. GLOBALG.A.P. identification numbers shall not be used to label a product that does not originate from certified production processes.

ii. GLOBALG.A.P. identification numbers shall be used on only those transaction/sales documents which include products originating from certified production processes. If the transaction/sales documents include products originating from certified and noncertified production processes, the items originating from certified production processes shall be clearly identified as required by the relevant point of the principles and criteria.

iii. The legal entity that labels a product or document with a GLOBALG.A.P. identification number shall have a valid GLOBALG.A.P. IFA, CoC, PHA, CFM certificate, or a certificate from a benchmarked scheme/approved modified checklist.

iv. GLOBALG.A.P. identification numbers may be used as/converted into digital codes, e.g., a barcode, EAN number, generic QR code, etc. However, where a relevant point in the principles and criteria requires the inclusion of the GLOBALG.A.P. identification number in the product label and/or in the transaction/sales documents, the number shall appear in human-readable format as well.

v. Upon termination of the GLOBALG.A.P. sublicense and certification agreement or a benchmarked scheme/approved modified checklist sublicense agreement, the right of the producer to use a GLOBALG.A.P. claim, the GLOBALG.A.P. trademarks, and all GLOBALG.A.P. identification numbers terminates with immediate effect.

vi. GLOBALG.A.P. identification numbers shall be used in connection with the GLOBALG.A.P. system only. If an organization requires an identification number for other contexts or additional applications, the organization shall apply for its own GLN and report this number to GLOBALG.A.P., which shall register the organization under its own number and replace the already assigned GLOBALG.A.P. identification number accordingly in the GLOBALG.A.P. IT systems.

vii. Whenever it is necessary to identify and segregate products originating from IFA v6 Smart certified and IFA v6 GFS certified production processes, the organization shall use the regular GGN for IFA v6 Smart (e.g., GGN 1234567890123) and a GGN with GFS extension for IFA v6 GFS (e.g., GGN 1234567890123_GFS). Differentiation between the IFA v6 editions is obligatory for product labeling and on transaction/sales documents when the customer/buyer requires it, if the producer has parallel production (including parallel ownership), and/or if the producer has IFA v6 Smart and IFA v6 GFS edition certification at the same time for the same product. On-product labeling with the GGN is not required per default.

4.3 GLOBALG.A.P. TRADEMARKS AND IDENTIFICATION NUMBERS: USE CASES

There are many reasons for wanting to display GLOBALG.A.P. trademarks and/or identification numbers. Common scenarios and the solutions available for these use cases are detailed below. If you cannot find a solution applicable to you, please contact the GLOBALG.A.P. Secretariat directly via customer_support@globalgap.org to get advice tailored to your needs.

4.3.1 PRODUCERS UNDER GLOBALG.A.P. CERTIFICATION OR UNDER CERTIFICATION TO A BENCHMARKED SCHEME/APPROVED MODIFIED CHECKLIST

Permitted

On promotional and informational materials (always B2B):

- The trademarks may appear on the producer's website. They shall be accompanied by a hyperlink and/or GLOBALG.A.P. identification number and/or QR code linked to the producer's certification status in the GLOBALG.A.P. IT systems (e.g., GLOBALG.A.P. database and/or Validation Service).

On products (always B2B):

- The trademarks may be used on products which are not for human consumption and which are used as inputs for the production of the final products (as listed in the GLOBALG.A.P. product list), e.g., feed from Compound Feed Manufacturing (CFM) certified production processes, propagation material, aquaculture inputs (ova, seedlings, etc.), and livestock inputs (chicks) from IFA certified production processes, or comparable inputs from equivalent production processes certified to benchmarked schemes/approved modified checklists. If used, the trademarks shall be accompanied by a GLOBALG.A.P. identification number and/or QR code linked to the producer's certification status in the GLOBALG.A.P. IT systems.
- GGNs (e.g., GGN 1234567890123) may appear on the product/product packaging, and/or at the point of sale in direct connection with individual products originating from certified production processes, provided the claim can be traced.
- PHA-Ns (e.g., PHA-N 1234567890123) may appear on the product/product packaging, and/or at the point of sale in direct connection with individual products originating from certified production processes, provided the claim can be traced.

Prohibited

- The GLOBALG.A.P. trademarks may not be used on products/product packaging which are intended to be sold to end consumers or where the trademark(s) might appear at the point of sale to end consumers.
- Products sold to entities which are not using the products themselves (e.g., traders) and do not have CoC certification shall not feature and/or be labeled with the GLOBALG.A.P. trademarks or GLOBALG.A.P. identification numbers, nor carry a GLOBALG.A.P. claim. In this case, CoC certification is required to continue a GLOBALG.A.P. claim.

Where to get the permitted trademarks

Upon completion of a successful audit, the certification body will grant the certificate holder the sublicense to use the trademarks and GLOBALG.A.P. identification number and supply the GLOBALG.A.P. GLOBALG.A.P. trademarks and seals style guide along with the GLOBALG.A.P. certificate or a certificate from a benchmarked scheme/approved modified checklist.

How is correct use monitored?

These conditions are listed as a Major Must in the IFA checklist, or in the benchmarked scheme/approved modified checklist documents, and will be checked by the certification body auditor.

What are the consequences for incorrect use?

In the case of non-conformance to this Major Must, certification is not awarded until corrective action has been taken. Any observation of incorrect use which occur after the audit will be reported to the respective certification body. The certification body shall follow up on corrective actions.

4.3.2 HANDLERS AND TRADERS

4.3.2.1 HANDLERS AND TRADERS UNDER GLOBALG.A.P. CERTIFICATION

Permitted

Handlers (e.g., traders and food service operators) with GLOBALG.A.P. CoC, CFM, or PHA certification or certification to a benchmarked scheme/approved modified checklist may use the GLOBALG.A.P. trademarks, identification numbers, and claims according to the rules specified in the respective standard documents. This includes their use in price lists/product offers/product catalogues, delivery notes, invoices, packing lists, and on-product labeling with a GLOBALG.A.P. identification number. This means that CoC Numbers, for example CoC 1234567890123, may appear on the product/product packaging and/or at the point of sale in direct connection with individual products originating from certified production processes, provided the claim can be traced.

Where products are purchased, GLOBALG.A.P. trademarks and claims shall always be accompanied by, at a minimum, the following information:

- GLOBALG.A.P. identification number, e.g., GGN for the producer or CoC Number for the supply chain company
- Shipped product name(s) or identification code(s)
- Shipped quantity (weight or number of units)
- Shipping date

Prohibited

The trademarks may not be used in any other context without prior agreement.

Where to get the permitted trademarks

Upon completion of a successful audit, the certification body will grant the certificate holder the sublicense to use the trademarks and GLOBALG.A.P. identification number and supply the GLOBALG.A.P. trademarks and style guide along with the GLOBALG.A.P. certificate.

How is correct use monitored?

These conditions are listed as a Major Must in the CoC, CFM, and PHA checklists and will be checked by the certification body auditor.

What are the consequences for incorrect use?

In the case of non-conformance to this Major Must, CoC, CFM, or PHA certification is not awarded until corrective action has been taken. Any observation of incorrect usage which occurs after the audit will be reported to the respective certification body. The certification body shall follow up on corrective actions.

4.3.2.2 HANDLERS AND TRADERS WITHOUT GLOBALG.A.P. CERTIFICATION

Handlers (e.g., traders and food service operators) without GLOBALG.A.P. CoC, CFM, or PHA certification or certification to a benchmarked scheme/approved modified checklist shall not use GLOBALG.A.P. identification numbers or claims unless

otherwise specified in the respective standard documents.

They may display the GLOBALG.A.P. trademarks in a sourcing policy context only. See section 4.4 for more information.

4.3.3 RETAILERS AND BRAND OWNERS

Permitted

The GLOBALG.A.P. trademarks may feature as a reference visual in sourcing/corporate social responsibility (CSR) policies. See section 4.4 for more information. If sourcing products with the GGN label, the GGN label logo and boilerplate text should be used in place of the GLOBALG.A.P. trademarks.

Prohibited

The trademarks may not be used in any other context without prior agreement.

GLOBALG.A.P. Community Members: Retailers and brand owners may also become GLOBALG.A.P. Community Members. Community members receive a GLOBALG.A.P. seal which may appear on the company's website. GLOBALG.A.P. seals shall not appear in sourcing or CSR policies. See section 5 for more information on GLOBALG.A.P. seals.

Where to get the permitted trademarks

Contact the GLOBALG.A.P. key account manager in your area to obtain the trademarks and approval for use. If you are unsure who is the key account manager for your area, please contact customer support via email to customer_support@globalgap.org.

What are the consequences for incorrect use?

The retailer in question will receive a written warning. If the error is not corrected, legal action may be taken.

4.3.4 INDUSTRY STAKEHOLDERS AND BUSINESS PARTNERS USING A GLOBALG.A.P. SERVICE

Industry stakeholders are those who have no formal business relationship but who have an informal connection to the GLOBALG.A.P. brand, e.g., initiatives which acknowledge and/or support GLOBALG.A.P. certification in some way. Business partners are those who use or provide a GLOBALG.A.P. service and therefore have a contract with FoodPLUS GmbH, e.g., for data transfer services.

Permitted

Business partners and industry stakeholders may use the trademarks on their website to acknowledge the GLOBALG.A.P. brand, provided the target audience is a business (B2B communication).

Prohibited

The trademarks may not be used in any other context without prior agreement.

Where to get the permitted trademarks

Ask your contact person at the GLOBALG.A.P. Secretariat. They will check your eligibility and provide you with the trademarks and the GLOBALG.A.P. trademarks and seals style guide. If you are unsure whom to contact, you can email customer_support@globalgap.org.

4.3.5 GLOBALG.A.P. APPROVED CERTIFICATION BODIES

Permitted

GLOBALG.A.P. approved certification bodies are permitted to use the GLOBALG.A.P. trademarks in B2B contexts, including on websites and certificates they issue.

Digital depictions of the trademarks (excluding certificates) shall be accompanied with a hyperlink or QR code linked to the certification body's GLOBALG.A.P. status on the GLOBALG.A.P. website.

Please note: GLOBALG.A.P. approved certification bodies which are also GLOBALG.A.P. Community Members are issued with a GLOBALG.A.P. seal to promote their membership status. The trademarks may not be used for this purpose. See section 5 for more information on seals.

Where to get the permitted trademarks

Upon achieving final approved status, certification bodies will receive the trademarks and GLOBALG.A.P. trademarks and seals style guide from the GLOBALG.A.P. CB Administration team.

How is correct use monitored?

The GLOBALG.A.P. Integrity Program monitors certification bodies' correct use of GLOBALG.A.P. trademarks.

What are the consequences for incorrect use?

Incorrect use will result in sanctions as detailed in the GLOBALG.A.P. CB sanction catalogue.

4.4 REFERENCING GLOBALG.A.P. IN CSR/SOURCING POLICIES

You are welcome to refer to GLOBALG.A.P. in your corporate social responsibility (CSR) or sourcing policies. To do so, please use the following boilerplate texts to accompany the respective approved trademarks.

GLOBALG.A.P. product and approved image	Boilerplate text	Notes
GLOBALG.A.P. (certificate not specified) **GLOBAL**G.A.P.	GLOBALG.A.P. standards and add-ons cover safe and responsible farming practices. Topics include environmental aspects such as water, plant protection products, fertilizer, biodiversity, soil and waste management, as well as criteria on animal health and welfare, food safety, and workers' health, safety, and welfare. We require our suppliers of meat, fish, ornamentals, fruit and vegetable products to have the following certificates or letter of conformance from GLOBALG.A.P.: - Integrated Farm Assurance (IFA) - GLOBALG.A.P. Risk Assessment on Social Practice (GRASP) - Nurture Module <Text in green: Delete/insert as required>	• For a combined approach to refer to GLOBALG.A.P. standards and add-ons • Use of GLOBALG.A.P. trademark(s) approved
GLOBALG.A.P. IFA **GLOBAL**G.A.P.	The GLOBALG.A.P. Integrated Farm Assurance (IFA) standard covers safe and responsible farming practices for all aspects of agriculture, aquaculture, livestock, and horticulture production. We require our suppliers of meat, fish, ornamentals, fruit and vegetable products to have a valid IFA certificate. <Text in green: Delete/insert as required>	• For referencing the IFA standard (for plant, aquaculture, or livestock products only) • Use of GLOBALG.A.P. trademark(s) approved
GLOBALG.A.P. IFA and GRASP **GLOBAL**G.A.P.	The GLOBALG.A.P. Integrated Farm Assurance (IFA) standard covers safe and responsible farming practices for all aspects of agriculture, aquaculture, livestock, and horticulture production. The GLOBALG.A.P. Risk Assessment on Social Practice (GRASP) is an on-farm assessment carried out at the same time as the IFA audit and aims to protect farm workers from harm or exploitation. The assessment of social practices on the farm includes aspects of workers' health, safety, and welfare and builds on the foundations of the IFA standard. We require our suppliers of meat, fish, ornamentals, fruit and vegetable products to have a valid IFA certificate and to complete a GRASP assessment with full compliance. <Text in green: Delete/insert as required>	• For a combined approach to refer to IFA and GRASP • Use of GLOBALG.A.P. trademark(s) approved x Use of GRASP logo not permitted

GLOBALG.A.P. product and approved image	Boilerplate text	Notes
GLOBALG.A.P. IFA v6 GFS GLOBALG.A.P.	The GLOBALG.A.P. Integrated Farm Assurance (IFA) standard covers safe and responsible farming practices for all aspects of for agriculture, aquaculture, livestock, and horticulture production. We require our suppliers of meat, fish, ornamentals, fruit and vegetable products to have a valid IFA v6 GFS certificate. IFA v6 GFS is recognized by GFSI. \<Text in green: delete/insert as required\>	• For referencing IFA standard v6 GFS edition (not Smart edition) • Use of GLOBALG.A.P. trademark(s) approved
GLOBALG.A.P. IFA v6 GFS and SPRING GLOBALG.A.P.	The GLOBALG.A.P. Integrated Farm Assurance (IFA) standard covers safe and responsible farming practices for all aspects of agriculture, aquaculture, livestock, and horticulture production. GLOBALG.A.P.'s SPRING – the Sustainable Program for Irrigation and Groundwater Use – encourages responsible water management practices on farms to help protect our planet's water sources. We require our suppliers of meat, fish, ornamentals, fruit and vegetable products to have a valid IFA v6 GFS certificate and a letter of conformance for SPRING. \<Text in green: Delete/insert as required\>	• For a combined approach to refer to IFA and SPRING x Use of SPRING logo not permitted
GLOBALG.A.P. Chain of Custody GLOBALG.A.P.	GLOBALG.A.P. Chain of Custody certification makes it possible to trace products that originate from a GLOBALG.A.P. certified production process and ensure they are not mixed with other products – from farm to supermarket shelf. By requiring Chain of Custody certification, we make supply chains safer and more transparent.	• For referencing CoC as separate traceability assurance x Use of CoC logo not permitted
GGN label GGN CERTIFIED FARMING WWW.GGN.ORG	The GGN label stands for certified, responsible farming and transparency. The GGN label can be found on fruit and vegetables, farmed seafood (aquaculture products), and flowers and ornamentals. All products with the GGN label originate from farms that have been independently certified according to an international standard for responsible farming practices* and which have completed an assessment of social practices to the GLOBALG.A.P. Risk Assessment on Social Practice (GRASP) with full compliance. For more transparency about where your product comes from, visit www.ggn.org and enter the GGN or CoC Number found on your product. *GLOBALG.A.P. Integrated Farm Assurance (IFA) or a benchmarked scheme/approved modified checklist.*	• For those who source products with the GGN label • Use of the GGN label logo approved x The right to make a GLOBALG.A.P. claim (as defined in section 3.3) does not authorize the use of the GGN label. The GGN label initiative has separate participation requirements. x The GLOBALG.A.P. trademarks shall not be used in place of the GGN label logo when referring to the consumer label.

! Always contact your GLOBALG.A.P. key account manager prior to publication of your policies to obtain approval for your use of the GLOBALG.A.P. trademarks in your policies. If you are unsure whom to contact, you can contact customer support directly by email: customer_support@globalgap.org. Compliance with local law remains the responsibility of the entity publishing the boilerplate text.

5 GLOBALG.A.P. SEALS

Demonstrate your commitment to the promotion of safe and responsible farming with an exclusive GLOBALG.A.P. seal!

GLOBALG.A.P. seals are provided to stakeholders with a recognized relationship with the GLOBALG.A.P. brand and its owner FoodPLUS GmbH.

These include:

- GLOBALG.A.P. Community Members (including retail, supplier, and associate members)
- Registered Trainers
- GLOBALG.A.P. Benchmarked Scheme Owners
- GLOBALG.A.P. Benchmarked Checklist Owners

The seals are customized according to the individual role within the GLOBALG.A.P. network.

Elements of a GLOBALG.A.P. seal

G logo embedded in the seal

Validity via year stamp

GLOBALG.A.P. COMMUNITY MEMBER 2022

Relationship to GLOBALG.A.P.

! GLOBALG.A.P. seals are intended primarily for B2B audiences. If you require B2C communication, consider joining the GGN label initiative. See our website for more information.

5.1 GLOBALG.A.P. COMMUNITY MEMBERS

GLOBALG.A.P. COMMUNITY MEMBER 2022

Where to use the seal
The seal is intended for B2B contexts and shall be accompanied by the boilerplate text. The seal may appear on company websites.

Boilerplate text
<Insert name here> is an official GLOBALG.A.P. Community Member. Community members support the work of the GLOBALG.A.P. Secretariat to promote good farming practices throughout the world via a set of standards for safe and responsible farming. Community members help to shape these standards through active involvement in their creation and revision. There are three types of GLOBALG.A.P. Community Membership: Producer/Supplier, retailer/food service, and associate members. <Insert name here> is a/an <insert membership type here> member.

<Text in green: Delete/insert as required>

How to get your seal
Community member seals are provided upon signing the community member contract. They are renewed with your contract each year.

What are the consequences for incorrect use?
Incorrect use will result in sanctions as detailed in the signed community membership agreement.

5.2 REGISTERED TRAINERS

REGISTERED TRAINER 2022

Where to use the seal
The seal is intended for use by Registered Trainers in B2B contexts, including on websites, and shall be accompanied by the boilerplate text where possible.
Where this is not possible, for example on business cards, the seal shall be accompanied by a QR code linked to the Registered Trainer's profile on the GLOBALG.A.P. website for Registered Trainers and/or the hyperlink www.globalgap.org/findmytrainer.

When used in digital formats, the seal shall always include a hyperlink to the appropriate webpage on the GLOBALG.A.P. website.

Consulting businesses which have signed the terms and conditions of the Registered Trainer program and which have at least one of their consultants listed as an approved Registered Trainer on the GLOBALG.A.P. website may also display the Registered Trainer seal on the company website and in their B2B communication according to the rules above.

Boilerplate text
Registered Trainers are industry experts who have completed a GLOBALG.A.P. Integrated Farm Assurance course and successfully passed the relevant exam acknowledging their competence in the subject matter. This achievement authorizes them to provide trainings covering the implementation of GLOBALG.A.P. standards for safe and responsible farming. See my profile at www.globalgap.org/findmytrainer.

How to get your seal
Registered Trainer seals and the GLOBALG.A.P. trademarks and seals style guide are provided upon confirmation of acceptance to the Registered Trainer program. The seal is updated with your Registered Trainer status each year.

What are the consequences for incorrect use?
Incorrect use will result in sanctions as detailed in the Registered Trainer license terms and conditions.

5.3 GLOBALG.A.P. BENCHMARKED SCHEME OWNERS
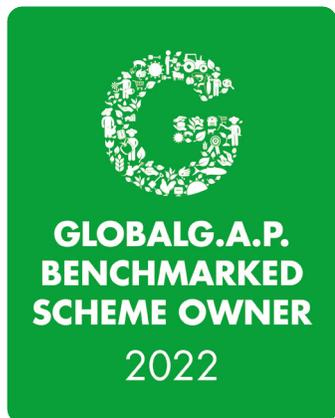
GLOBALG.A.P.
BENCHMARKED
SCHEME OWNER
2022

Where to use the seal
The seal is intended for B2B contexts and shall be accompanied by the boilerplate text.
When used in digital formats, the seal should include a hyperlink to the appropriate webpage on the GLOBALG.A.P. website.
The seal may be used on company websites.

Boilerplate text
<Insert standard/scheme name here> is GLOBALG.A.P. benchmarked to <insert standard and version here>. Benchmarked schemes are separate certification schemes with individual rules and requirements that are recognized as equivalent to the GLOBALG.A.P. rules and requirements for the purpose of reducing audit duplication at farm level. Find out more about benchmarking on the GLOBALG.A.P. website.

<Text in green: Delete/insert as required>

How to get your seal
The seal and the GLOBALG.A.P. trademarks and seals style guide are provided upon signing the benchmarking agreement.

What are the consequences for incorrect use?
Incorrect use will result in sanctions as detailed in the benchmarking agreement.

5.4 GLOBALG.A.P. BENCHMARKED CHECKLIST OWNERS

GLOBALG.A.P.
BENCHMARKED
CHECKLIST OWNER
2022

Where to use the seal
The seal is intended for B2B contexts and shall be accompanied by the boilerplate text.
When used in digital formats, the seal should include a hyperlink to the appropriate webpage on the GLOBALG.A.P. website.
The seal may be used on company websites.

Boilerplate text
<Insert standard/scheme name here> is a GLOBALG.A.P. benchmarked checklist (approved modified checklist). This certification system uses the GLOBALG.A.P. general regulations as scheme management rules but has independent G.A.P. requirements that fully conform to GLOBALG.A.P. requirements. Benchmarked checklists are a method of benchmarking which reduces audit duplication at farm level. Find out more about benchmarking on the GLOBALG.A.P. website.

<Text in green: Delete/insert as required>

How to get your seal
The seal and the GLOBALG.A.P. trademarks and seals style guide are provided upon signing the benchmarking agreement.

What are the consequences for incorrect use?
Incorrect use will result in sanctions as detailed in the benchmarking agreement.

! Compliance with local law remains the responsibility of the entity publishing the boilerplate text.

GLOBALG.A.P. TRADEMARKS AND SEALS STYLE GUIDE

VERSION 1.0
VALID FROM: 4 JULY 2022

INTRODUCTION

This document provides exact guidelines on how to display the GLOBALG.A.P. trademarks and seals.

Details on who is permitted to use the trademarks and seals and in what context are provided in the *GLOBALG.A.P. trademarks use: policy and guidelines* document.

Thank you for following these guidelines to ensure that GLOBALG.A.P. branding is always

consistent,
professional,
and
distinctively GLOBALG.A.P.

CONTENTS

01

ABOUT GLOBALG.A.P.

GLOBALG.A.P.

GLOBALG.A.P.

Promoting safe and responsible farming since 1997

GLOBALG.A.P. is a brand of smart farm assurance solutions developed by FoodPLUS GmbH in Cologne, Germany, with cooperation from producers, retailers, and other stakeholders from across the food industry. These solutions include a range of standards for safe, socially and environmentally responsible farming practices. The most widely used GLOBALG.A.P. standard is Integrated Farm Assurance (IFA), applicable for fruit and vegetables, aquaculture, floriculture, livestock, and more. This standard also forms the basis for the GGN label: The consumer label for certified, responsible farming and transparency.

OUR VISION

We envision a world in which farms are recognized for their efforts to continuously produce enough safe food while safeguarding our environment and the welfare of farming communities.

OUR PURPOSE

Every generation has a right to safe food. To protect this right now and for future generations, the world's farms must produce safe food in ways that are socially and environmentally responsible and resilient.

OUR MISSION

We collaborate with supply chain stakeholders to foster the global adoption of safe, socially and environmentally responsible farming practices by providing industry-leading, cost-effective, and value-adding assurance and benchmarking solutions.

02

GLOBALG.A.P. TRADEMARKS

GLOBALG.A.P. TRADEMARKS

All trademarks for the GLOBALG.A.P. brand are owned by FoodPLUS GmbH. In this document, "trademarks" refers to the following brand assets only, as detailed in the GLOBALG.A.P. trademarks use: policy and guidelines document.

The GLOBALG.A.P. word image (with bold emphasis and in GLOBALG.A.P. green):

GLOBALG.A.P.

The GLOBALG.A.P. G logo:

The full GLOBALG.A.P. logo (G logo and word image together):

GLOBALG.A.P.

The GLOBALG.A.P. logo (which features both the G logo and the word image) is the most commonly seen GLOBALG.A.P. trademark.
The trademarks are to be obtained from the GLOBALG.A.P. Customer Support team or from parties specified in the GLOBALG.A.P. trademarks use: policy and guidelines document. This will ensure that the brand image is the correct corporate color and format as specified.

Spelling

GLOBALG.A.P. is one word, i.e., there is no space between the elements "GLOBAL" and "G.A.P."

The word "GLOBALG.A.P." is always written in uppercase, with dots after each of the three last letters.

Components and sizing
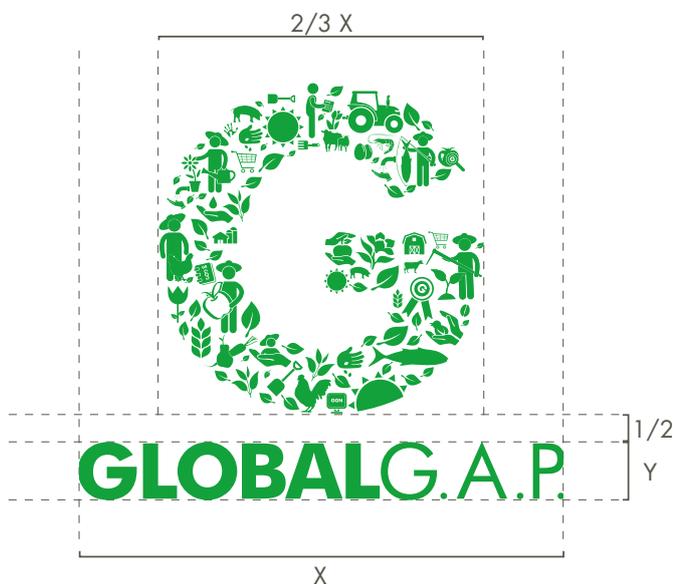
The GLOBALG.A.P. logo

Width = 2/3 of X
X = Width of GLOBALG.A.P. word mark

The GLOBALG.A.P. word image

Width = X
Height = Y

The minimum permitted width is 15mm.
For best legibility, the standard width of 29mm is recommended.
There is no maximum size restriction.

Standard width: 29mm

Minimum width: 15mm

Mandatory clear space

The trademark must always be given sufficient space, apart from other elements. This is called clear space.

The minimum clear space required, marked as Y on the image below, is equal to the height of the word image for all trademark sizes.
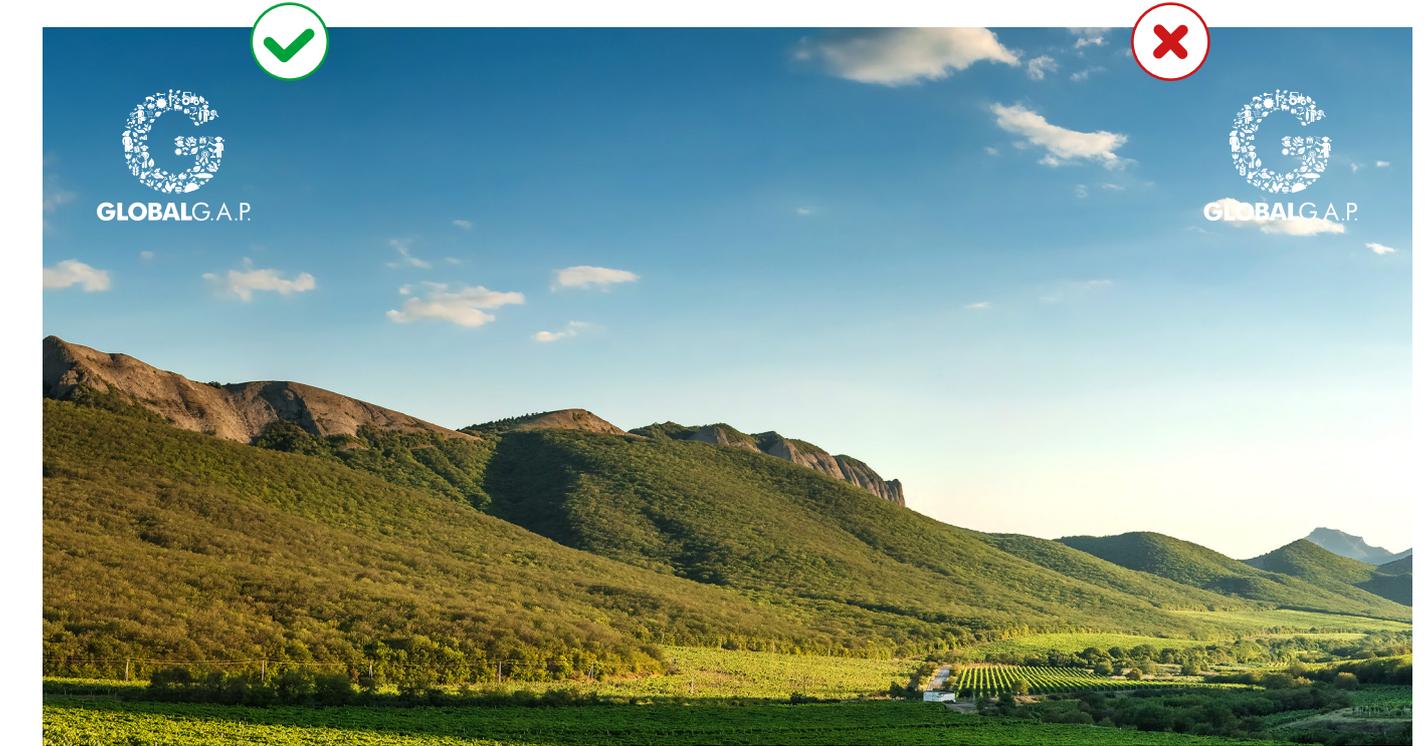
This minimum clear space should be increased wherever possible.

Best practice

When placing the logo on top of images, use the minimum clear space as a guide to protect the logo from distracting elements.
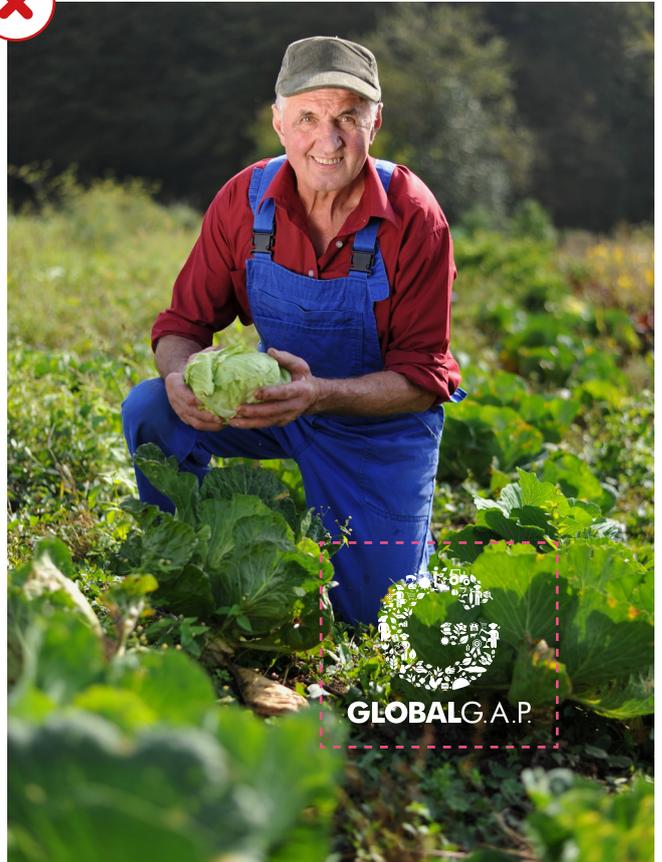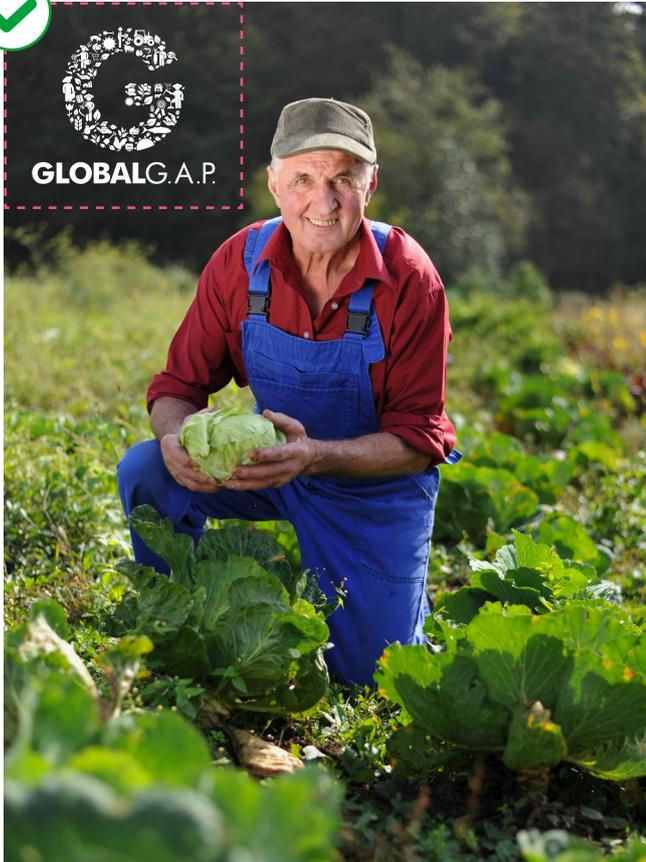
03

GLOBALG.A.P. SEALS

GLOBALG.A.P. SEALS

Elements

G logo embedded
in the seal

GLOBALG.A.P.
COMMUNITY
MEMBER
2022

Relationship to
GLOBALG.A.P.

Validity via
year stamp

Sizing

The minimum permitted width is 15mm.
For best legibility, the standard width of 29mm is recommended.
There is no maximum size restriction.

Please see the GLOBALG.A.P. trademarks use: policy and guidelines document for rules related to accompanying boilerplate texts.

REGISTERED
TRAINER
2022

Standard width: 29mm

GLOBALG.A.P.
BENCHMARKED
CHECKLIST OWNER
2022

Minimum width: 15mm

Layout principles

The seal has visible borders through its distinctive green color. The seal must remain recognizable as a single element. This means that the seal may not be placed on a background of the exact same color or similar. For best effect, we recommend using a contrasting background color.

There are no further graphic restrictions enforced when placing a seal next to other visual elements.

04

COLOR SPECIFICATIONS AND USE OF COLOR

COLOR SPECIFICATIONS AND USE OF COLOR
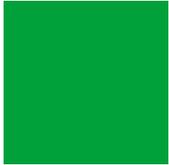
Dark green
Primary use: GLOBALG.A.P. corporate color

CMYK	PANTONE	RGB
85 / 0 / 100 / 0	361	0 / 160 / 57

White
Primary use: GLOBALG.A.P. logo color

CMYK	PANTONE	RGB
0 / 0 / 0 / 0	WHITE	0 / 0 / 0

When using colors, make sure that there is a strong contrast.

VERSION/EDITION UPDATE REGISTER

New document	Replaced document	Date of publication	Description of modifications
220826_GG_Trademarks_policy_v1_0-1_en	220704_GG_Trademarks_policy_v1_en	26 August 2022	4.4 – Change in the table for GGN label from "A GLOBALG.A.P. claim is not equivalent to the GGN label" to "The right to make a GLOBALG.A.P. claim (as defined in section 3.3) does not authorize the use of the GGN label. The GGN label initiative has separate participation requirements."