



Food Alliance Certification Claims Guidance



TABLE OF CONTENTS

Introduction..... 3

General Guidance for Social and Environmental Claims 4

 Statement of purpose 4

 Who should read this general guidance?..... 4

 Why make social and environmental marketing claims?..... 4

 Basic concepts for environmental marketing claims 5

 Subjective claims 5

 Objective claims..... 5

 Ensuring claims are truthful 6

 Ensuring claims are relevant 6

 Ensuring claims are specific and unambiguous..... 6

 Special guidance for use of the word ‘sustainable’ 7

 Ensuring that environmental claims are presented clearly 7

 Ensuring the accuracy of claims 7

Food Alliance: Organizational Overview and History 8

About Food Alliance’s Farm/Ranch Certification Program..... 10

About Food Alliance’s Handler Certification Programs..... 11

Guidance for Claims Related to Food Alliance Certification..... 12

Claims Substantiated by Food Alliance Certification..... 12

Use of Food Alliance Brand Collateral 16

Obtaining the Food Alliance Seal and Logo for Use 17

Protecting Food Alliance’s Brand Collateral 18

INTRODUCTION

Food Alliance certification is a tool that supports your brand and your efforts to differentiate and add value to your products. You probably made the decision to seek certification as an investment to generate positive publicity, increase customer loyalty, increase sales, secure contracts, access new markets, or capture price premiums. As a certifier, Food Alliance verifies and substantiates claims you make about your products and processes to help you leverage these and other benefits.

Food Alliance certification and the 'Food Alliance Certified' seal can help you communicate with your customers and the wider public. Certification by a reputable non-profit organization, like Food Alliance, with clear standards and criteria, is a simple and effective way of demonstrating your company's commitment to social and environmental responsibility.

In most cases, businesses will find that their brand and the Food Alliance certification seal are mutually reinforcing. The seal supports and substantiates your brand and product claims. Your use of the seal promotes and legitimizes the certification. But realizing the full benefit of certification requires using it creatively and effectively as part of a larger marketing and sales strategy. Some businesses may want to use the seal on product packaging, as part of a high-profile claim supported with other promotional and educational materials. Other businesses may only reference certification in business-to-business communications where having the certification may be more important than actively publicizing it.

Regardless of whether or not you use the 'Food Alliance Certified' seal, you will want to make claims relevant to your certification.

In selecting claims, you may want to consider consumer research on food products and sustainability conducted by the Hartman Group and other firms. Some of these research reports and recent media clippings on trends in the food industry are available from Food Alliance.

Another sensible step, if you haven't already, is to discuss the value of different product and process claims directly with your customers and potential customers. An increasing number of distributors and retailers are trying to tap opportunities for highly differentiated, high-value food products. Some have publicized commitments to social and environmental responsibility or have adopted environmental policies, which you can help them fulfill. Some are even developing environmental purchase specifications for certain products or categories of products, which you can position your company to meet.

Once you have settled on the claims you think will best advance your interests, it's time to consider how your Food Alliance certification can support and substantiate those claims in marketing and sales efforts. You also need to give some thought to the content and presentation of those claims in light of federal and international marketing guidelines.

The document that follows offers general guidance on making "good" social and environmental performance claims, as well as specific guidance on claims related to Food Alliance certification.

If, after reviewing this guidance, you still have questions about specific claims and whether or how Food Alliance certification supports those claims, please don't hesitate to contact Food Alliance directly.

GENERAL GUIDANCE FOR SOCIAL AND ENVIRONMENTAL CLAIMS

Statement of purpose

This “General Guidance” has been adapted from: “Guides for the Use of Environmental Marketing Claims” by the US Federal Trade Commission, and “Green Claims – Practical Guidance” by the UK Department for Environment, Food and Rural Affairs.

Guidance in this document applies to social and environmental claims included in labeling, advertising, promotional materials and all other forms of marketing, whether asserted directly or by implication, through words, symbols, emblems, logos, depictions, product brand names, or through any other means.

This document is intended to provide the basis for voluntary compliance with applicable laws. It offers general principles for clear, truthful and relevant claims for social and environmental responsibility, but does not address all possible considerations in making acceptable claims or disclosures.

Readers are strongly encouraged to consult the source materials identified above for additional guidance and examples, and to seek professional assistance as necessary. Following the guidelines provided in this document does not, by itself, guarantee compliance with law in any country.

Who should read this general guidance?

Anyone producing, selling or advertising products or services who:

- Receives inquiries from customers about social and/or environmental performance;
- Is considering how to market social or environmental attributes of products or services;
- Currently makes social or environmental about products or services.

Why make social and environmental marketing claims?

A number of trends have combined to increase expectations for transparency and accountability.

A broad movement over the last several decades has made the environment a mainstream concern, bringing significant public pressure and regulatory scrutiny on certain businesses and industries. This has led to the emergence of ‘sustainability’ as a business management framework for defraying risks and realizing new opportunities associated with resource use and stewardship.

Simultaneously, consumer research by the Hartman Group and other firms indicates that the purchasing decisions of a growing percentage of consumers are influenced by “values” including concerns for health and community well-being, and commitments to social and environmental responsibility. Companies are responding with efforts to differentiate products and bolster brands based on values.

By following best practices for social environmental claims and giving clear, straightforward information, a business can:

- Strengthen its reputation and credibility with consumers and business partners;
- Enhance the appeal of its products;
- Demonstrate to regulators that it is working to meet or exceed legal requirements;

Basic concepts for environmental marketing claims

There are two basic categories of claims, subjective claims and objective claims.

Subjective claims

Subjective claims are a matter of opinion. For example, consider these two claims: “Beef raised the old fashioned way tastes better. It’s the way beef is supposed to be.” Tastes obviously vary from person to person. And reasonable people might disagree about how “beef is supposed to be,” each offering reasons for their opinion. These claims cannot be evaluated objectively. For this reason, while companies must not knowingly make false or misleading claims, subjective claims are not generally expected to be substantiated.

Objective claims

The burden of proof is significantly higher with an objective claim. Any party making an express or implied claim that presents an objective assertion about the environmental attributes of a product, package or service must have reasonable substantiation of that claim. In the context of environmental marketing claims, such substantiation often relies on evidence, defined as inspections, tests, analyses, research, studies, or other evidence based on the expertise of professionals in the relevant area, conducted and evaluated in an objective manner by persons qualified to do so.

The guidance that follows deals primarily with objective claims, but also offers some value for developing meaningful and effective subjective claims.

What are the requirements for making ‘good’ environmental claims?

There are three main elements to be taken into account when making environmental claims. These relate to the quality of the information being communicated, the way in which the information is presented, and the steps taken to verify its accuracy.

The **content** of the claim should be:

- Accurate and truthful
- Relevant
- Specific and unambiguous

The **presentation** of the claim should:

- Use plain language
- Presented all relevant information together
- Make clear the meaning and relevance of any symbols or pictures

To ensure **accuracy** all claims should be:

- Verifiable and substantiated using the best standards available
- Supported by appropriate information and documentation
- Reassessed and updated as necessary

These requirements are addressed in greater detail below.

Ensuring claims are truthful

While it might be obvious that environmental claims should be truthful, this is not always easy to guarantee. Be sure to consider how someone who is not an expert might understand the claim.

- Marketing claims should not overstate the environmental attribute or benefit.
- Avoid implications of environmental benefits if the benefit is in fact negligible.
- Avoid claims for environmental benefits unlikely to occur in practice.
- Make sure a single benefit isn't restated in different terms to infer multiple benefits.
- Don't make claims for 'improvement' related to pre-existing product aspects.
- Don't make claims if they are likely to be misinterpreted, even if literally true.
- For claims that a product is free of a substance, make sure it contains no more than trace contaminant levels of that substance. The threshold level should be specified.

Any qualifications or disclosures regarding claims should be clear and prominent. Clarity of language, relative type size and proximity of the disclosure to the claim being qualified, are all important. If the environmental benefit applies to all but incidental components of a product or package (which do not themselves invalidate the claim), qualification is generally unnecessary.

Ensuring claims are relevant

Relevance is about enabling customers to understand the context within which the claim is made.

- Do not make claims that imply that a product is exceptional when, in fact, all products in the marketplace share the same characteristic.
- Do not make a claim based on the absence of ingredients or features which have never been associated with the product category (or have not for some time).
- Only make claims in circumstances where there is a net environmental benefit. Do not make claims if one environmental hazard has simply been substituted for another.
- It should be clear whether the environmental benefit being asserted refers to the product, the packaging, a related service or to a component of the product, package or service.
- The claim should be specific to the place where the environmental benefit occurs.
- Regularly review and update all claims so they are relevant with changes to legislation, technological advances, or improvements in competing products.

Ensuring claims are specific and unambiguous

Highly generalized claims, such as 'environmentally friendly' or 'nature's friend,' are not credible. General claims are difficult to interpret, and, depending on context, may convey a wide range of meanings to consumers. Without substantiation and appropriate qualification, broad environmental claims should be avoided. This also applies to claims embedded in product or brand names, or implied by images that may appear on packaging or marketing materials.

- Claims should be for specific environmental impacts or improvements.
- Be as clear as possible about the level of environmental improvement or performance. Source reduction claims involving weight, volume, toxicity or other measures should be qualified and specify the amount of the reduction.
- If the claim involves a comparison: Make the basis for the comparison clear, quantify the claim, ensure the comparison is against a product currently or recently in the market that served the same functions.

Special guidance for use of the word 'sustainable'

Although 'sustainable' is a widely used term, it is not currently defined by a common methodology. Claims relating to sustainable production or management practices should:

- Clearly refer to performance under a specific certification program;
- Comply with the rules set by that certification program regarding use of the logo, the wording of the claim and the 'chain of custody' requirements;
- State the percentage content that has met the requirements of the certification program.

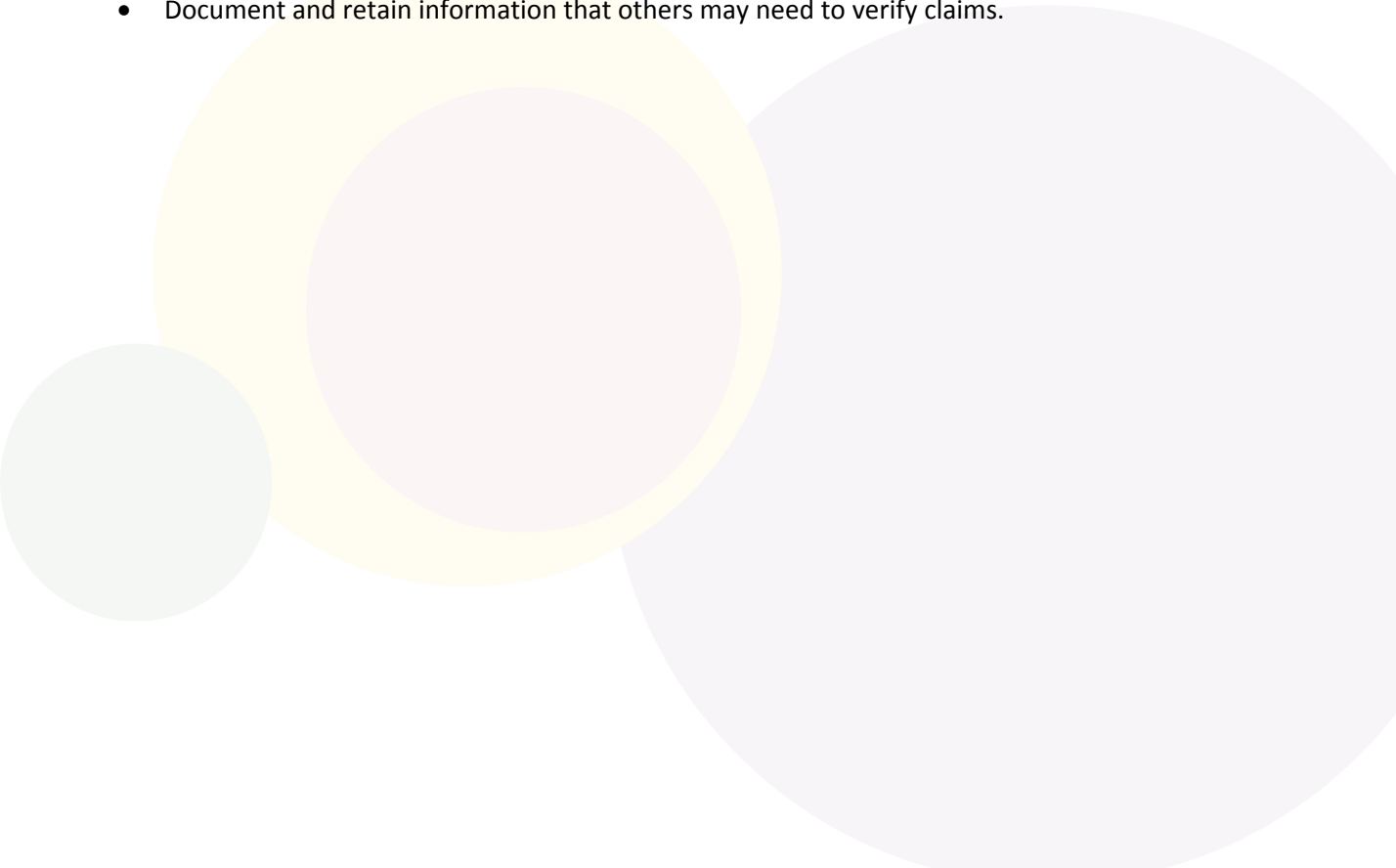
Ensuring that environmental claims are presented clearly

It is possible for the information associated with a product to meet all the criteria referred to above, and yet still be unhelpful to customers as a result of the way that it is presented.

- Make sure that information needed to understand the claim is not buried in the 'small print'.
- Make sure the intended meaning of any symbols or logos is clear. Add an explanatory statement if necessary. In particular: Symbols used for environmental claims should be easily distinguishable from any other symbols found on products; Natural objects such as trees, flowers or animals, should only be used if there is a direct and verifiable link between the product, the object and the environmental benefit being claimed.

Ensuring the accuracy of claims

There is no requirement to use third-party verification or certification for environmental claims -- but claims must be substantiated and verifiable. A business may have internal the capacity and established procedures to meet this expectation. However, it may be easier to "outsource" substantiation and verification to the third-party. This may also add credibility.

- Don't make claims that can only be verified with confidential business information.
 - Document and retain information that others may need to verify claims.
- 

FOOD ALLIANCE: ORGANIZATIONAL OVERVIEW AND HISTORY

Food Alliance is a nonprofit organization with a mission to create market incentives for sustainable agricultural practices, and to educate business leaders and other food system stakeholders on the benefits of sustainable agriculture.

Started as a project of Oregon State University, Washington State University, and the Washington State Department of Agriculture in 1993, Food Alliance was incorporated as an independent nonprofit organization in 1997. Food Alliance enjoys support from leaders in both organic and conventional agriculture, from retail and wholesale food businesses, government agencies, and organizations representing farm labor, animal welfare, and the environment.

Food Alliance operates a voluntary certification program based on standards that define sustainable agricultural practices. Farms, ranches and food processors that meet Food Alliance's standards, as determined by a third-party site inspection, use Food Alliance certification to differentiate their products, strengthen their brands, and support credible claims for social and environmental responsibility.

To earn certification, farms and ranches must: meet the following standards:

- Provide safe and fair working conditions
- Ensure healthy and humane care for livestock
- No hormones or non-therapeutic antibiotics
- No genetically modified crops or livestock
- Reduce pesticide use and toxicity
- Conserve soil and water resources
- Protect wildlife habitat
- Plan for continuous improvement

Food "handlers," including processors and distributors, that seek Food Alliance certification must:

- Use Food Alliance certified ingredients
- Provide safe and fair working conditions
- Reduce use of toxic and hazardous materials
- Conserve energy and water
- Reduce and recycle solid waste
- Ensure quality control and food handling safety
- Avoid artificial flavors, colors and preservatives
- Plan for continuous improvement

Food Alliance launched its farm/ranch certification program in 1998 in Portland, Oregon with a single apple grower selling in three area grocery stores. Today, there are over 270 Food Alliance certified farms and ranches in 19 U.S. states, in Canada, and in Mexico. These producers manage over 5.1 million acres of range and farm land, raising beef, lamb, pork, dairy products, mushrooms, dried beans and lentils, wheat, and almost 200 varieties of fruits and vegetables.

Food Alliance introduced the handler program in 2006, and has certified 15 handlers to date. These include 3 regional distribution facilities and 12 food processing facilities offering a variety of frozen and canned fruits and vegetables, dried beans and lentils, cheeses, canola oil, and other products.

To increase demand for certified products and to support the success of certified farms, ranches and food processors, Food Alliance works actively to forge relationships with food buyers. These “partners in change” include distributors, grocery stores and food co-ops, restaurants, and food service providers – and involve local and regional businesses, as well as national companies.

With farm-gate sales of Food Alliance certified products topping \$87 million in 2006, certified farmers and ranchers report positive customer feedback, increased customer loyalty, new markets, sales increases, and access to contracts and price premiums.



ABOUT FOOD ALLIANCE'S FARM/RANCH CERTIFICATION PROGRAM

Food Alliance defines sustainable agriculture with a comprehensive third-party certification program that addresses a wide range of concerns. Guiding principles for farms/ranches include:

- **Provide safe and fair working conditions**
Managers create a work environment with open communication about workplace safety and job satisfaction, with incentives and opportunities for development of employee skills, and with consideration of quality of life issues for farm workers and their communities.
- **Provide healthy and humane treatment of animals**
Animals are raised with respect for their needs and comfort; provided access to sunlight, room to graze, and an environment where they can socialize and express normal animal behaviors. Livestock are handled with great care to minimize fear and stress.
- **Raise livestock without added hormones and antibiotics**
Animals are raised without using hormones or antibiotics to stimulate growth. Antibiotics are used only to treat a sick animal, not as a substitute for healthy living conditions.
- **Raise crops without genetically modified organisms (GMO's)**
Crop and livestock products are not derived from transgenic or genetically modified organisms out of respect for public concerns over potential ecological impacts or effects on human health.
- **Reduce pesticides usage and toxicity**
Integrated pest management (IPM) is fully implemented, with a wide range of natural pest control methods such as beneficial insects, careful weather monitoring and scouting. Least toxic pesticides are used only when natural methods don't work. Overall pest control minimizes negative impacts to human health and environment.
- **Protect water resources**
Clean drinking water and fish habitat are preserved by providing buffer zones along streams; tillage methods conserve the soil's ability to absorb rainfall; animal wastes are managed to prevent ground and surface water contamination.
- **Protect and enhance soil resources**
Soils are protected by maximizing plant cover, rotating crops, and using cover crops to enrich soil and increase productivity; management-intensive grazing is used; and tillage methods protect soil quality and promote soil conservation.
- **Provide wildlife habitat**
Vegetative cover, food, and water resources necessary for habitat are ensured; biological corridors established; mowing and grazing cycles are managed to have the least impact on wildlife: wetland prairie and woodland habitats are restored or protected.
- **Plan for continual improvement**
Specific goals are set for improving social and environmental performance. Progress toward goals is reported annually.

ABOUT FOOD ALLIANCE'S HANDLER CERTIFICATION PROGRAMS

Food Alliance also defines sustainable food handling and facilities management with a comprehensive third-party certification program that addresses a wide range of concerns.

Guiding principles for handlers include:

- **Legal Responsibility**
The operation's activities fully comply with all local, state, and federal legal requirements. The operation makes transparent to Food Alliance all oversight by other regulatory agencies, both public and private.
- **Nutritional Value and Truth in Labeling**
Handling operations maintain the integrity of Food Alliance Certified ingredients. Processes are carefully evaluated and selected to maintain the highest nutritional quality of the final products. Communication to the consumer is assured through clear labeling.
- **Quality Control & Food Safety**
Proper measures are in place to ensure food safety is not compromised. Operations coordinate active monitoring and evaluating to assure best practices and identify needs for improvements that may arise over time. Procedures are in place to quickly address questions or challenges raised regarding food safety or product integrity.
- **Reducing Use of Toxins and Hazardous Materials**
Operators continually assess their activities to reduce the use of chemicals that have adverse environmental impacts. Materials used for sanitation, structural pest control, waste treatment, and infrastructural maintenance are chosen to reduce overall negative consequences.
- **Resource Management & Recycling**
Dependence on natural resources for energy and transport, and reliance on materials needed for daily operations and packaging, is monitored on an ongoing basis. Efficiency increases over time. Waste streams are minimized while reuse and recycling of materials is maximized.
- **Safe & Fair Working Conditions**
Operators create a work environment with open communication about workplace safety and job satisfaction, with incentives and opportunities for development of employee skills. Consideration and effort is given to improving quality of life for employees and their communities.
- **Continual Improvement**
Operators make efforts to improve on each of the Food Alliance Handling Operation Program Guiding Principles on an ongoing basis, with progress measured and evaluated at least annually.

GUIDANCE FOR CLAIMS RELATED TO FOOD ALLIANCE CERTIFICATION

Food Alliance defines sustainable agriculture and food handling practices with a comprehensive third-party certification program that addresses a wide range of consumer and industry concerns.

Awareness of food issues is growing. While still very concerned with value (quality and price), consumers are also shopping for products that represent their values. They want to know where food comes from and how it was produced. They want the story behind the product.

At the same time, consumers are increasingly skeptical about product claims. Third-party certification, by a reputable non-profit organization, like Food Alliance, gives you maximum credibility as you tell your food story.

With Food Alliance certification, you offer your customers traceability, transparency and accountability. Food Alliance certification can be used to support a variety of commercially important claims, and provides the flexibility to allow you to emphasize particular product or process claims. It can also be adapted for state and regional origin claims.

Generally, as you formulate claims for your products and processes relative to Food Alliance certification, we encourage you to consider three guidelines:

Be as specific as possible.

Specific claims are always more credible than general claims. Try to speak directly to the standards and criteria of Food Alliance certification.

Provide enough information that your customers can understand and evaluate your claims.

While label space is at a premium, take advantage of a website or other marketing materials to give complete information that supports and substantiates your claims. Transparency inspires trust.

Tell a story.

Consumers want to feel a connection through the product with people and place. Help your customers visualize and appreciate the unique qualities of your farm, facility, or community.

CLAIMS SUBSTANTIATED BY FOOD ALLIANCE CERTIFICATION

In the charts that follow, a variety of claims which might be made about Food Alliance Certified products and facilities are identified. These are in four categories which, from left to right, are listed from most to least preferable.

These lists are not exhaustive, and do not show every possible variation in wording for claims. Please consult Food Alliance staff if you are interested in making a claim that is not discussed here or have questions about whether or not a particular claim is supported by Food Alliance.

In the left hand column are “Preferred Claims.” These claims are derived directly from the Food Alliance certification standards, and can be used in close association with the name ‘Food Alliance’ or with the ‘Food Alliance Certified’ seal as an explanation or embellishment of the meaning of the certification or seal.

To the right are claims which are “Acceptable.” These claims, which are closely related to the “Preferred Claims” should be qualified with direct reference to Food Alliance certification or with other definition and substantiation.

In the center column are claims for which we advise “Caution.” You may be interested in making one or more of these claims, and are permitted to do so. However, you should carefully consider ‘best practices’ for environmental claims.

In some cases the claim is for an attribute that is not covered by Food Alliance certification standards (ex. ‘Family Farm’). If you decide to utilize these claims, they should not be linked by reference, proximity or by design elements directly to Food Alliance certification.

In some cases, there is a technical difference between the claim listed here and the preferred claim (ex. ‘Integrated Pest Management’ vs. ‘No Pesticides’). These claims may require substantiation beyond that provided by Food Alliance certification.

Caution is recommended for unqualified general claims because consumers may make erroneous assumptions about them (ex. mistakenly believing that ‘environmentally responsible’ means all packaging is recycled).

Claims flagged as “Avoid” present certain technical problems. Given the term lacks a standard industry definition, claiming to be a “sustainable business” without qualification is likely to create challenges.

Claims such as ‘pesticide-free’ and ‘GMO-free’ may imply that lab tests have been conducted to verify the absence of pesticide or GMO contamination.

‘Free range’ and ‘cage free’ have been widely used, but without a standard industry definition, which has led to increasing consumer skepticism of these claims. If used, these claims should be accompanied by text explaining their intended meaning.

Note that ‘Local’ is only appropriate in a particular context and should not be used on packaging or marketing materials if the product may be abstracted from that context.

Also, please note that certain claims are controlled by regulation – like ‘Organic’ – or are trademarked by other organizations – like ‘Certified Humane,’ ‘Fair Trade,’ ‘Predator Friendly,’ ‘Salmon Safe,’ ‘Wild Farmed,’ etc. The use of variants such as ‘Beyond Organic,’ ‘Organic Plus,’ or ‘Domestic Fair Trade’ may also be controlled.

If you are interested in making a claim that is not discussed here or have questions about this guidance, please consult Food Alliance staff.

Claim Guidelines & Suggestions for Food Alliance Certified Products

Certification		Marketing		
	Preferred	Acceptable	Caution	Avoid
Directly Related Claims	Food Alliance Certified	Sustainable <i>Products</i> (with reference to Food Alliance or other qualification)	Sustainable <i>Products</i> (without qualification)	Certified Sustainable
	Food Alliance Certified • Sustainable	Sustainably <i>Produced</i> (with reference to Food Alliance or other qualification)	Sustainably <i>Produced</i> (without qualification)	
		Socially Responsible (with reference to Food Alliance or other qualification)	Socially Responsible (without qualification)	
		Environmentally Responsible (with reference to Food Alliance or other qualification)	Environmentally Responsible (without qualification)	Environmentally Friendly (or Eco-Friendly)
	For Safe and Fair Working Conditions	Good Employment Practices (or similar with reference to Food Alliance or other qualification)		
	For Humane Animal Treatment	Humane (or similar with reference to Food Alliance or other qualification)	Happy Cows' (or similar sentiment)	
	For Wildlife Habitat Conservation	Good Land Stewardship (or similar with reference to Food Alliance or other qualification)		
	For Soil and Water Conservation	Natural Resource Conservation (or similar with reference to Food Alliance or other qualification)		
	For Reduced Pesticide Use and Toxicity with Integrated Pest Management		Grown Without Pesticides (or similar)	Pesticide-Free
	No Non-Therapeutic Antibiotics	No Feed Antibiotics (or other specific claim)	Raised Without Antibiotics (or similar)	Antibiotic-Free
	No Added Growth Hormones	rBST-free (or other specific claim)	Raised Without Hormones (or similar)	Hormone-Free
	No Genetically Modified Crops or Livestock		No GMOs (or similar)	GMO-Free
	Grass-Fed (with that audit component)		Pastured	Free Range (Cage Free, etc.)
	All Vegetarian Feed (where appropriate)			
	Place of Origin	Northwest Grown (or other place identifier)		
	No Genetically Modified Ingredients (for Processed Products)			
	No Artificial Colors or Flavors (for Processed Products)			
	No Preservatives (for Processed Products)			
Unrelated Claims			Our Farm to your Table (or similar sentiment)	Local (without qualification)
			Family Farm (or similar sentiment)	
			Natural	
			Quality claims (Better, More Delicious, etc.)	
			Safety claims (Safer, Lower Risk, etc.)	
			Health Claims (Healthier, Better for Your Family, etc)	
		Authentic, 'Traditional' (or similar sentiment)		

Claim Guidelines & Suggestions for Handling Facilities

Certification		Marketing		
Directly Related Claims	Preferred	Acceptable	Caution	Avoid
	A Food Alliance Certified Processor/Distributor	A Sustainably Managed <i>Facility</i> (with reference to Food Alliance or other qualification)	A Sustainably Managed <i>Facility</i> (without qualification)	A Sustainable <i>Business</i>
	For Safe and Fair Working Conditions	Sustainable Management Practices (with reference to Food Alliance or other qualification)	Sustainable Practices (without qualification)	Certified Sustainable
	For Energy Conservation	Socially Responsible (with reference to Food Alliance or other qualification)	Socially Responsible (without qualification)	
	For Water Conservation	Environmentally Responsible (with reference to Food Alliance or other qualification)	Environmentally Responsible (without qualification)	
	For Waste Reduction and Recycling	For Natural Resource Conservation		
	For Reduced Use of Toxic and Hazardous Materials			
	Uses/Carries Food Alliance Certified Ingredients/Products			

USE OF FOOD ALLIANCE BRAND COLLATERAL

There are three general concepts you need to remember:

1. Use requires approval
2. The certification seals are for products and facilities
3. The logo is for reference to Food Alliance

1) Obtain approval in advance

Use of the name 'Food Alliance,' of the Food Alliance Logo, of the Food Alliance certification seal, and of the phrase 'Food Alliance Certified' for commercial, promotional or educational purposes must be specifically authorized by Food Alliance. All uses must be submitted to Food Alliance for review and approval before production and distribution. Please allow at least 5 working days for a response.

Use of the Food Alliance Certification Seal

The basic Food Alliance certification seal is used for identification and promotion of Food Alliance Certified products.

Be careful using the seal in materials such as order forms, brochures and websites. If you use the seal in text, there must be an immediate and direct reference to a specific Food Alliance Certified product. If you use it within a picture, there must be a clear and close visual association between the seal and a specific Food Alliance Certified product.

Use of the Food Alliance certification seal for generic materials or promotions where viewers may wrongly assume certification for non-certified products or facilities will not be approved.

Note that regional identifiers can be added to the certification seal if that is appropriate. Product content restrictions may apply.



State-specific identifiers are also allowable. Product content restrictions may apply.

Food Alliance Certified handling facilities have their own seals.



Use of these seals should be specific to the facility or facilities that have been certified.

Use of the Food Alliance name and logo

Use Food Alliance's name and/or logo when providing general information about or making reference to Food Alliance as an organization.

A number of businesses support the mission of Food Alliance through purchase and promotion of Food Alliance Certified products, or providing financial or other direct support to the organization. However, Food Alliance is not a membership organization for food businesses.

If a non-certified business wants to assert an association with Food Alliance, the association should be clearly defined. General claims to being a "member" of Food Alliance will not be approved.



OBTAINING THE FOOD ALLIANCE SEAL AND LOGO FOR USE

Print and web ready version of Food Alliance brand collateral are available at www.foodalliance.org/seal.

If you will be reproducing Food Alliance brand collateral, please be mindful of the following color specifications.

Color Specifications for Print: Food Alliance's certification seal and logo have been designed as a one-color logo with tints. They can be printed in a 100% solid PMS 364 U or a solid 100% black. The crop rows in the inner circle are 50% tint of the solid PMS 364 U.

Color Specifications for Web & Presentations: For web and presentations, use hexadecimal #3b6735 or RGB values 59-103-53.

Note that the size of the seal or logo should be proportioned appropriately for the application, and must not be reduced to a size so small that the type is illegible.

PROTECTING FOOD ALLIANCE'S BRAND COLLATERAL

As a community promoting more sustainable food products, we all share an interest in preserving the credibility of the Food Alliance program. Food Alliance Certified producers, processors and distributors have invested both time and resources to meet the standards in order to be able to make verified claims for social and environmental performance.

Businesses that are not certified, including some distributors that carry Food Alliance Certified products, and retail or food service companies that buy Food Alliance Certified products, also have a stake in maintaining the identity and unique value of those products.

Please report any use of Food Alliance brand collateral that you consider questionable directly to Food Alliance.

