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GLOBALG.A.P. TRADEMARKS USE: Policy and Guidelines FAQ

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1 ABOUT THE TRADEMARKS POLICY

Key information

- The trademarks policy was created to harmonize rules for logo use for all stakeholders.
- It explains how to reference GLOBALG.A.P. activities in a wider context.
- The policy is a normative document (part of the standard documents for Integrated Farm Assurance (IFA) version 6).
- This includes information on trademarks (logos), claims (especially the use of GLOBALG.A.P. identification numbers, e.g., GGNs), seals (designed for targeted stakeholder groups), and boilerplate texts.
- Version 1.0-1 of the trademarks policy became valid on 4 July 2022.
- Producers and GLOBALG.A.P. Community Members have a transition period to adapt. Producers are required to transition following certification to the IFA v6 standard. Community members have until 1 June 2023 to adapt any existing materials.

Remarks on the trademarks policy contents

Many of the rules regarding the use of GLOBALG.A.P. trademarks remain the same as what was previously specified within the standard-specific control points and compliance criteria (now called principles and criteria). The new trademarks policy, an official normative document, exists to provide more clarity on the use of GLOBALG.A.P. trademarks (logos), seals, and claims by stakeholders.

The core principle that GLOBALG.A.P. trademarks are for B2B environments remains valid. With the exception of CSR policies, the trademarks should never appear visible to consumers.

B2C communication is covered exclusively by the GGN label initiative, owned by FoodPLUS GmbH. The GGN label has its own rules for trademark use, and they are not addressed in this document. If you require instructions on using the GGN label, please contact info@ggn.org.

One significant change with this policy is the introduction of GLOBALG.A.P. seals for specific stakeholder groups. Section 4 of this document covers seal use and guidelines.



If you have any further questions not covered by this FAQ, please contact info@globalgap.org.

2 GLOBALG.A.P. TRADEMARKS (LOGOS)

a) What are the GLOBALG.A.P. trademarks?

The trademarks as defined in the policy include the following three brand assets.



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



The **GLOBALG.A.P. G logo**



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

Please note that more trademarks are registered for FoodPLUS GmbH, such as the GGN label, but they are not relevant here.

b) Can I use the trademarks (logos) on my website/social media channels/trade fair booth?

Yes, if your situation falls within the use cases specified in section 4.3 of the trademarks policy and provided that the website/social media account/trade fair booth is for B2B purposes only.

For producers or businesses that are **GLOBALG.A.P. certificate holders**, see sections 4.3.1 and 4.3.2.1 of the trademarks policy: The GLOBALG.A.P. trademarks must be

accompanied by a GLOBALG.A.P. identification number (e.g., GGN or CoC Number) and/or hyperlink/QR code linked to your active certification status in the GLOBALG.A.P. IT systems (e.g., the GLOBALG.A.P. database and/or Validation Service). This is to ensure that the certification status can be verified in real time.

For **GLOBALG.A.P. approved certification bodies** (CBs), see section 4.3.5 of the trademarks policy: Digital depictions of the trademarks must be accompanied by a link to the CB's profile on the GLOBALG.A.P. website, which shows the CB's current status (i.e., approved, provisionally approved, or suspended).

Further parties authorized to display the GLOBALG.A.P. trademarks include retailers and brand owners (see section 4.3.3) and industry stakeholders and business partners (see section 4.3.4).

c) Can I use the trademarks (logos) in my video content?

The same rules apply as in 2 b). The video must be for B2B purposes and produced by/for stakeholders named in section 4.3 of the trademarks policy.

d) Can I use the trademarks (logos) in my CSR report/sourcing policies?

Yes, the **GLOBALG.A.P. logo** may be displayed with the recommended boilerplate text. Product-specific iconography such as the GRASP icon may not be shown.

e) Can I include the trademarks (logos) on my delivery trucks and the entrance sign of my production site?

At production sites under certification: Yes, if the facility is accessed solely by business partners and there is no parallel production at the site. The GLOBALG.A.P. trademarks cannot be included if there is parallel production, or if the site is accessed by consumers (e.g., in pick-your-own or farm shop areas). The logo must be accompanied by your GLOBALG.A.P. identification number (e.g., GGN or CoC Number) or a QR code linking to your certification status in the GLOBALG.A.P. IT systems to allow for real-time verification.

On delivery trucks: No, the GLOBALG.A.P. trademarks may not be shown on delivery trucks.

f) Can I use the trademarks (logos) on my invoices?

Displaying the GLOBALG.A.P. trademarks on an invoice is understood to be a GLOBALG.A.P. claim and may only be done by GLOBALG.A.P. certificate holders (producers/traders/handlers) on transaction/sales documents which include products originating from certified production processes.

See sections 4.2 and 4.3.2.1 of the trademarks policy for further information.

g) Can I apply a trademark (logo) and/or a GGN to the packaging of fresh products (e.g., tomatoes)?

The **GLOBALG.A.P. trademarks** are never permitted to appear on consumer packaging. We always recommend joining the GGN label initiative if you are looking for B2C labeling opportunities.

The **GGN** (or other GLOBALG.A.P. identification numbers) may appear discreetly on consumer packaging if the business that packs and labels the product has GLOBALG.A.P. certification (such as to the Integrated Farm Assurance (IFA) standard, GLOBALG.A.P. Chain of Custody (CoC) standard, Produce Handling Assurance (PHA) standard, etc.), and the chain of custody has not been broken (i.e., GLOBALG.A.P. CoC certification can be used to trace the product back to the production process from which it originated).

The GGN may not be printed on consumer packaging if the business responsible for packing and labeling does not have GLOBALG.A.P. certification or if the chain of custody has been broken at any point.

h) Can I apply a trademark (logo) and/or a GGN on the packaging of multi-ingredient manufactured products (e.g., soups or salads) that use ingredients from certified production processes (e.g., tomatoes or lettuce)?

No, the **GLOBALG.A.P. trademarks** are never permitted to

appear on consumer packaging. For on-product promotion, we encourage you to join the GGN label initiative.

Furthermore, GLOBALG.A.P. does not certify the production processes attached to processed food so there is no possibility to use the **GGN (or any other GLOBALG.A.P. identification number) on the manufactured product** to promote that the source ingredients originate from GLOBALG.A.P. certified production processes.

i) Can I use the trademarks (logos) in my marketing communications if I source products (packed/bulk) from GLOBALG.A.P. certified production processes?

For retailers: The GLOBALG.A.P. logo may be displayed in a sourcing policy context. See section 4.4 of the trademarks policy for more information.

For handlers and traders: Yes, but only if you have GLOBALG.A.P. Chain of Custody (CoC) certification to continue the claim (see section 4.3.2.1 of the trademarks policy) and it is displayed in a B2B context only.

j) Can I use the trademarks (logos) on my website or product packaging if I source from a producer with production processes certified to a GLOBALG.A.P. benchmarked scheme/checklist?

The same rules as in 2 i) apply.

k) As a producer with production processes certified to a GLOBALG.A.P. benchmarked scheme/checklist, can I use the trademarks (logos) on my website/B2B documents/business cards?

Yes – see the rules in section 4.3.1 of the trademarks policy.

l) Can I use the trademarks (logos) to indicate which parts of my training materials cover GLOBALG.A.P. standards, even though I am not officially affiliated with GLOBALG.A.P.?

No, only official training materials developed by the GLOBALG.A.P. Secretariat – used by our Master Trainers and Registered Trainers – may feature the GLOBALG.A.P. trademarks.

m) Until when can I continue using printed marketing materials that contain a trademark (logo)?

A transition period for running down printed supplies is in place until 1 June 2023. After this date, we expect all stakeholders to adhere to the rules in the new trademarks policy.

Please note that the (re)design of any new materials before the mandatory implementation date of 1 June 2023 must follow the new rules immediately.

n) Where can I download the logo files?

Certification bodies: Upon achieving final approved status, certification bodies should receive the trademarks and GLOBALG.A.P. style guide to trademarks and seals from the GLOBALG.A.P. CB Administration team. Please email customer_support@globalgap.org if you have not received them.

Producers and handlers/traders under GLOBALG.A.P. certification: For IFA v6 and CoC v6, your certification body will provide the GLOBALG.A.P. trademarks to you along with your GLOBALG.A.P. certificate.

For producers under certification to previous versions, such as IFA v5.2, the rules stated in the GLOBALG.A.P. general regulations, Part I, Annex I.1, section 2 (ii) apply. In this case, the trademarks can be obtained from the GLOBALG.A.P. Secretariat. For all other standards, please check the relevant general regulations.

Retailers/Brand owners: 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 email customer_support@globalgap.org.

Industry stakeholders and business partners: Ask your contact person at the GLOBALG.A.P. Secretariat. If you are unsure whom to contact, you can email customer_support@globalgap.org.

o) What are the design specifications for trademark (logo) use (e.g., resolution, size, colors)?

Please see the GLOBALG.A.P. trademarks and seals style guide, found in at the end of the trademarks policy. This provides detailed explanations and examples of how to display

the trademarks.

p) Do I have to pay an additional fee for using the trademarks (logos)?

No, there is no charge for using the GLOBALG.A.P. trademarks.

q) Are logos also available for GLOBALG.A.P. standards and add-ons?

No, the use of the GLOBALG.A.P. solutions iconography is reserved exclusively for GLOBALG.A.P. branded materials.

The only GLOBALG.A.P. brand imagery which may be used by other parties are the three trademarks defined in the trademarks policy according to their specific use cases and the GLOBALG.A.P. seals for designated stakeholder groups.

r) Is it acceptable to display the GLOBALG.A.P. logo in our CSR policy without the boilerplate text?

The boilerplate text explains what GLOBALG.A.P. solutions stand for and should always be used when space allows. Nevertheless, we recognize that there are some scenarios where there is no space for the boilerplate text, so you will not be penalized if you do not include it there.

Please note that it is not permitted to replace the text provided in the trademarks policy with a text of your own.

s) Will the GLOBALG.A.P. Secretariat provide translations of the boilerplate texts which accompany the GLOBALG.A.P. logo in CSR reports/sourcing policies?

The boilerplate texts are currently available in English, German, and Spanish only. We will evaluate the need for further translations continually.

3 GLOBALG.A.P. CLAIMS/IDENTIFICATION NUMBERS

a) What is a GLOBALG.A.P. claim?

Any wording that insinuates that a product originates from GLOBALG.A.P. certified production processes is understood to be a GLOBALG.A.P. claim. Applying a GLOBALG.A.P. identification number (e.g., GGN or CoC Number) to a product is also a GLOBALG.A.P. claim.

This also includes holders of a certificate for a benchmarked scheme/checklist stating that a process, service, or product complies with a GLOBALG.A.P. standard or add-on.

GLOBALG.A.P. claims are commonly found:

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

b) What are some examples of GLOBALG.A.P. claims?

Using statements such as the following (including variations thereof) on delivery notes, invoices, packing lists, B2B product catalogues and price lists, on websites with B2B offers, etc.:

- “All our products are sourced from producers with a valid GLOBALG.A.P. certificate.”
- “Products marked with an * are sourced from GLOBALG.A.P. certificate holders.”
- “The products marked with a * come from farms with a valid GLOBALG.A.P. IFA certificate.”
- “All products come from GLOBALG.A.P. IFA-certified production processes which have also completed a GRASP assessment with full compliance.”
- “We sell products originating from GLOBALG.A.P. certified production processes.”

c) What is *not* a GLOBALG.A.P. claim?

Using a GLOBALG.A.P. seal (see section 4 a)) to demonstrate affiliation with the GLOBALG.A.P. brand without connection to a specific product or producer is not a GLOBALG.A.P. claim. Handling products that are already packed and labelled with a GLOBALG.A.P. identification number (e.g., GGN) is not an example of making a GLOBALG.A.P. claim, but rather continuing

a claim which can be verified through the certificates of producers and handlers up to the point of packaging. Where loose products are sold with a claim, CoC certification is in place to support traceability and enable verification.

d) What is a GLOBALG.A.P. identification number?

GLOBALG.A.P. identification numbers are unique numbers given to producers and supply chain members who have registered for a GLOBALG.A.P. audit or assessment. They are made up of a prefix (often referring to the relevant standard) and a 13-digit number separated by a space.

Types of GLOBALG.A.P. identification numbers:

- GLOBALG.A.P. Number (GGN): Producers registering for certification to the Integrated Farm Assurance (IFA) standard or an equivalent benchmarked scheme/checklist receive a GGN.
- Chain of Custody (CoC) Number: Producers or companies registering for certification to the GLOBALG.A.P. Chain of Custody (CoC) standard receive a CoC Number.
- Produce Handling Assurance Number (PHA-N): Producers or companies who are registered for or have certification according to the Produce Handling Assurance (PHA) standard receive a PHA-N.
- localg.a.p. Number (LGN): Producers or companies who are registered for or assessed against a localg.a.p. standard receive an LGN. If/When the producer progresses to full IFA certification, the LGN prefix changes to GGN. The numeric digits for the GGN will remain identical to the LGN linked to the legal entity.

e) What is the correct format for a GLOBALG.A.P. identification number?

The prefix and the 13-digit number are separated by a space:

- “GGN 1231231231”
- “CoC 1231231231”
- “PHA-N 1231231231”
- “LGN 1231231231”

Their format is fixed. Customization such as “GLOBALG.A.P. CoC 1231231231231” or “CoCN 1231231231231” is not permitted.

f) What is the difference between a GLOBALG.A.P. claim and an identification number?

A GLOBALG.A.P. claim occurs when a GLOBALG.A.P. certificate holder states or advertises the fact that a process, service, or product complies with a GLOBALG.A.P. standard or add-on. This may be through a written sentence or simply the use of a GLOBALG.A.P. identification number.

A GLOBALG.A.P. identification number is a unique identifier given to producers and other legal entities that can be used to identify them in the GLOBALG.A.P. IT systems.

On-product labeling with a GLOBALG.A.P. identification number (e.g., GGN) is therefore one example of a GLOBALG.A.P. claim, but not all GLOBALG.A.P. claims include GLOBALG.A.P. identification numbers.

g) Is the unique GGN (or any other GLOBALG.A.P. identification number) a trademark?

No, GLOBALG.A.P. identification numbers are not trademarks. GLOBALG.A.P. trademarks, as defined in the trademarks policy, include the GLOBALG.A.P. word image, the “G” logo, and the full GLOBALG.A.P. logo (see section 2 a).

h) Is it obligatory for buyers to use my CoC Number on product packaging?

If the GLOBALG.A.P. claim is to be continued, i.e., if a product is sold on with the claim that it originates from GLOBALG.A.P. certified production processes, GLOBALG.A.P. Chain of Custody (CoC) certification is required for every entity handling the product up until the point of packaging to guarantee an investigation in case of complaints. Once the product has been packaged, or if there is no GLOBALG.A.P. claim attached to the product, further CoC certification and use of CoC Numbers is not obligatory.

i) Can I reuse my old GGN following discontinuation of a GLN?

Yes, please contact your certification body to ensure the numbers are updated in the GLOBALG.A.P. IT systems. Please be aware that once changed, the replaced number (GLN) will not show up as a valid number any more even if the producer is registered under the new GGN. It is advisable to time the change for when there are no more products on the market labelled with the old number.

4 GLOBALG.A.P. SEALS

a) What is a GLOBALG.A.P. seal and what is it used for?

GLOBALG.A.P. seals are distinctive green badges featuring the GLOBALG.A.P. "G" logo, the valid year, and the stakeholder group to which the owner belongs.



Seals are intended for use in B2B contexts to help the following groups promote their affiliation with GLOBALG.A.P.:

- GLOBALG.A.P. Community Members
- Registered Trainers
- GLOBALG.A.P. Benchmarked Scheme Owners
- GLOBALG.A.P. Benchmarked Checklist Owners

Potential use cases of seals in communications can include:

- Website under an "About us" section
- Business cards
- Business correspondence
- Packing notes

b) Are GLOBALG.A.P. Community Members permitted to use the trademarks (logos) or only the membership seal?

This depends on whether you have another working relationship with the GLOBALG.A.P. Secretariat (or FoodPLUS GmbH).

If you have another working relationship which permits use of the GLOBALG.A.P. trademarks, for example as a producer,

certification body, retailer, or other business partner, you may use the trademarks as defined in the respective rules in section 4.3 of the trademarks policy. However, wherever you wish to explicitly highlight your GLOBALG.A.P. Community Membership, the GLOBALG.A.P. seal must be used rather than one of the trademarks.

If you do not have another working relationship which entitles you to use the GLOBALG.A.P. trademarks, you must use only the membership seal provided.

Please note that the seal may not be used in sourcing/CSR policies.

c) What is the difference between GLOBALG.A.P. certification and membership?

GLOBALG.A.P. Community Membership is a paid partnership opportunity for all value chain stakeholders offering a variety of benefits, including the opportunity to shape GLOBALG.A.P. standards and add-ons, contribute to the GLOBALG.A.P. governance structure, and access discounted services. GLOBALG.A.P. Community Members receive a GLOBALG.A.P. seal.

GLOBALG.A.P. certification represents the process of undergoing an audit according to a GLOBALG.A.P. standard and receiving a certificate which proves compliance. Certification is applicable for producers and specific supply chain members who handle the products originating from certified production processes. Producers/Handlers/Traders under GLOBALG.A.P. certification do not receive a GLOBALG.A.P. seal.

d) Do I need to replace the GLOBALG.A.P. trademark (logo) on my business cards with the new seal and update it every year?

It depends on whether you would like to advertise the fact that you are a GLOBALG.A.P. Community Member/Registered Trainer/Benchmarked Scheme or Checklist Owner, or whether you also have another connection to GLOBALG.A.P. – for example, as a producer with certified production processes, a business partner

(e.g., IT service provider), a certification body, etc. If so, you can choose to apply a GLOBALG.A.P. trademark under the rules applicable to you in section 4.3 of the trademarks policy.

If you have no right to use a GLOBALG.A.P. trademark under section 4.3, or where you are advertising your membership status with the GLOBALG.A.P. seal, you must replace the trademark with the seal and update it each year. The year stamp on the seal demonstrates the validity of your ongoing relationship with the GLOBALG.A.P. Secretariat (or FoodPLUS GmbH) and ensures that the seal remains trustworthy.

e) Is the seal available in other color formats, such as green on white or neutral black and white?

A green-on-white version of the GLOBALG.A.P. seal is available. A black-and-white option does not currently exist.

f) Is it acceptable to display my GLOBALG.A.P. seal without the boilerplate text (e.g., on my website or business card)?

Please see the rules connected to your particular GLOBALG.A.P. seal in section 5 of the trademarks policy.

g) Will the GLOBALG.A.P. Secretariat provide translations of the boilerplate texts which accompany the GLOBALG.A.P. seals?

The GLOBALG.A.P. seals and the boilerplate texts are currently available in English, German, and Spanish only. We will evaluate the need for further translations continually.



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