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GLOBALG.A.P.

Promoting your GLOBALG.A.P. certification status

A quick-start guide for producers

JULY 2023

Congratulations on achieving GLOBALG.A.P. certification!

We invite you to promote your certification status in business-to-business contexts by using GLOBALG.A.P. claims, trademarks (logos), and your unique GLOBALG.A.P. identification number. This guide provides a brief overview of the rules to help you get started. For the full rules, please see the [GLOBALG.A.P. trademarks use: policy and guidelines](#).

A note on the trademarks policy:

The trademarks policy protects you – as a producer – by promoting the correct use of GLOBALG.A.P. claims and trademarks which upholds the integrity of the GLOBALG.A.P. brand and ensures it remains a valuable and trustworthy form of certification. The trademarks policy was published in July 2022 and, following a one-year transition period, became obligatory for most stakeholders from 1 June 2023.

For you as a producer, the trademark rules as detailed in the normative documents for the standard you are currently using still apply until you transition to Integrated Farm Assurance (IFA) v6 or new versions of other standards. Although you might not transition until 2024, we still recommend you familiarize yourself with the new rules well in advance. Once you transition to a newer standard version, the rules in the trademarks policy will apply and be checked during your certification body (CB) audit.



GLOBALG.A.P. identification numbers

Your unique GLOBALG.A.P. identification number can be found on your certificate. You may apply it to your products or product packaging, as well as sales and transactional documents for products originating from production processes covered by your certificate.

Be sure to use the correct format: a prefix (e.g., GGN or PHA-N) followed by a space and then the 13-digit number.



Example of GLOBALG.A.P. ID number on product packaging



Example of GLOBALG.A.P. ID number on sales documents

GLOBALG.A.P. trademarks (logos)



The digital trademark files are shared via your CB.

You may place GLOBALG.A.P. trademarks (logos) on promotional and informational materials such as your website, farm signage, marketing materials, invoices, etc., along with your GLOBALG.A.P. identification number. You can find more examples and information in the [GLOBALG.A.P. trademarks use: policy and guidelines FAQ](#).

Be sure to link to the GLOBALG.A.P. IT systems and your current certification status by using the appropriate hyperlink. You may simply hyperlink the logo, or attach a short link:

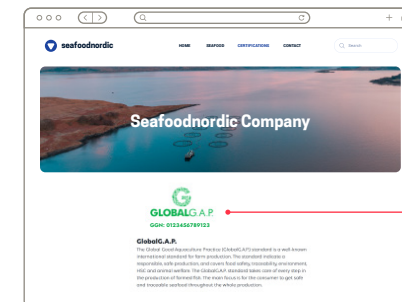
GLOBALG.A.P. database link:
<https://database.globalgap.org/globalgap/protected/search/SearchRedirect.faces?loginMode=1&searchQuery=xxxxxxx>

xxxx ("x"s should be replaced with your GLOBALG.A.P. identification number)

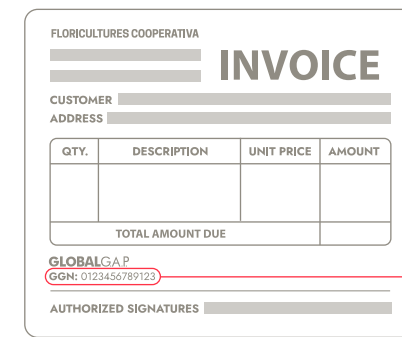
GLOBALG.A.P. Validation Service link:
<https://validation.globalgap.org/#/search?ggn=xxxxxxxxxx>
 ("x"s should be replaced with your GLOBALG.A.P. identification number)



Example of trademark + ID number on farm sign



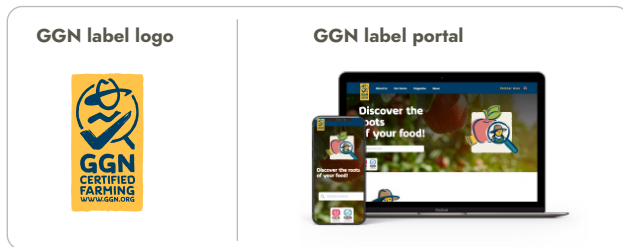
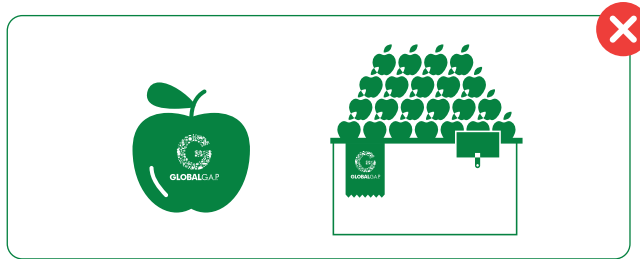
Example of trademark + ID number on producer website



Example of trademark + ID number on invoice

You may not place GLOBALG.A.P. trademarks (logos) on consumer packaging or product packaging which might appear at the point of sale to end consumers.

If you are interested in consumer labeling, join the GGN label initiative. Contact info@ggn.org for more information.



GLOBALG.A.P. claims

A GLOBALG.A.P. claim is when you – a GLOBALG.A.P. certificate holder – state that your processes, 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.

Examples of GLOBALG.A.P. claims:

“Proud to be GLOBALG.A.P. certificate holder. Our product processes are IFA certified. IFA covers safe and responsible farming practices for all aspects of agriculture, aquaculture, livestock, and horticulture production.”

“GLOBALG.A.P. PHA certified: PHA-N XXXXXXXXXXXX PHA covers food safety and traceability for postharvest activities such as the packing and storage of crops destined for human consumption.”

“Our production processes are certified to the GLOBALG.A.P. Compound Feed Manufacturing standard. Our feed is suitable for aquaculture farms seeking GLOBALG.A.P. IFA certification.”

A GLOBALG.A.P. claim can be used alone or in combination with a trademark (logo) to help to explain the value of your specific GLOBALG.A.P. certificate. You may place claims on business-to-business touchpoints, including delivery notes, invoices, packing lists, product catalogs, price lists, or websites.



Questions

If you have any questions which are not answered in this document or the trademarks policy itself, please contact your CB.

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