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# Procedure for Publicizing/Advertising Certification and Use of Certification Marks

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## 1. REFERENCES

- 1.1. ISO/IEC 17065: Conformity Assessment – Requirements for Bodies Certifying Products, Processes and Services (latest revision)
- 1.2. BRCGS004: Requirements for Certification Bodies Offering Certification Against the Criteria of the BRCGS Global Standards (latest issue)
- 1.3. BRCGS Global Standard for Food Safety (latest issue)
- 1.4. BRCGS Global Standard for Packaging and Packaging Materials (latest issue)
- 1.5. BRCGS Global Standard for Storage and Distribution (latest issue)
- 1.6. BRCGS Global Standard for Agents and Brokers (latest issue)
- 1.7. BRCGS Global Standards Issued Position Statements and Guidance Notes (latest issue)
- 1.8. Criteria for SQF Certification Bodies (latest edition)
- 1.9. Criteria for SQF Auditors (latest edition)
- 1.10. SQF Code (latest edition)
- 1.11. GLOBALG.A.P. General Regulations (latest version)
- 1.12. GLOBALG.A.P. Integrated Farm Assurance (IFA) (latest version)
- 1.13. Harmonized Produce Safety Standard Addendum to GLOBALG.A.P. General Regulations (Latest version)
- 1.14. GLOBALG.A.P. Chain of Custody General Regulations (latest version)
- 1.15. Produce Handling Assurance Addendum to GLOBALG.A.P. Regulations (latest version)
- 1.16. PrimusGFS General Regulations (latest version)
- 1.17. PJRFSI Cannabis/Hemp Safety Standard (latest edition)
- 1.18. Gluten-Free Certification Program Global Standard (latest issue)

## 2. BRCGS MARKS

- 2.1 The BRCGS Directory Logo is owned by BRCGS, and the Organization obtains no property rights in these Marks. Use of the BRC Logo by a Certified Organization is voluntary.
- 2.2 BRCGS Logos are issued directly by the BRCGS Directory Services team only after the Organization completes and submits the Logo Authorization Form.
- 2.3 Organization must maintain Logo specifications as set forth in the BRCGS guidance. Organization may not modify or alter the Logo design in any way. The Organization should not use a copy of the Logo that has been scanned at low resolution. The Logo may not be translated or otherwise localized into any other language.
- 2.4 Organization may not use the Logo on its inner or outer packaging.
- 2.5 The Logo should appear only once in any given document and should not be used as a design feature on any of the Organization's communication materials.

## 3. GLOBALG.A.P. MARK

- 3.1 GLOBALG.A.P. is the owner of the "GLOBALG.A.P." trademark, i.e., the word "GLOBALG.A.P.", the GLOBALG.A.P. logo and its "G"-shape logo, collectively the "GLOBALG.A.P. Trademark".
- 3.2 Products originating from certified operations shall not be labelled, marked or described in a manner, which implies that they/it meets specific food safety criteria.
- 3.3 The certification granted entitles the producer/company to distribute and market their products under the trademark and, if applicable, under the QR code logo only to the extent that these products have been registered with the CB and are produced, handled, or traded in a production site or location registered with the CB and are in full compliance with this standard.
- 3.4 The producer shall only use the trademark and/or the QR code logo in connection with products complying to the requirements of the GLOBALG.A.P. system. In cases where certified producers who have not signed up for voluntary GLOBALG.A.P. membership use the GLOBALG.A.P. logo and/or the "G"-shape logo, they shall combine the logo with their corresponding GGN.
- 3.5 The GLOBALG.A.P. trademark shall never appear on the product, consumer packaging of products intended for human consumption or at the point of sale where it is in direct connection with single products.
- 3.6 The QR code logo may appear on the product, consumer packaging of the product or at the point of sale where it is in direct connection with certified products.
- 3.7 Producers may only use the GLOBALG.A.P. trademarks on pallets that contain only certified GLOBALG.A.P. products and that will *not* appear at the point of sale.
- 3.8 GLOBALG.A.P. certified producers may use the GLOBALG.A.P. trademark and the QR code logo in business-to-business communication, and for traceability, segregation, or identification purposes on site at the production site.
- 3.9 Retailers, producers, and other organizations that signed up for voluntary GLOBALG.A.P. membership may use the trademark in promotional printouts, websites, flyers, business cards, hardware, and electronic displays (shall not appear as a product label directly linked to certified products) and in business-to-business communication.

- 3.10 GLOBALG.A.P. approved certification bodies can use the trademark in promotional material directly linked to their GLOBALG.A.P. certification activities in business-to-business communication and on GLOBALG.A.P. certificates they issue. They can also use the QR code logo on GLOBALG.A.P. 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.
- 3.11 The GLOBALG.A.P. trademark shall never be used on promotional items, apparel items, or accessories of any kind, bags of any kind, or personal care items.
- 3.12 The GLOBALG.A.P. trademark may be used on Compound Feed Manufacturing (CFM) certified feed, on GLOBALG.A.P. certified plant propagation material, on IFA certified aquaculture inputs (e.g.: ova, seedlings, etc.), and on IFA certified livestock inputs (e.g.: chicks) that are used as inputs for the production of the final products (as listed in the 'GLOBALG.A.P. Product List'), are not intended to be sold to final consumers, and will not appear at the point of sale to final consumers.
- 3.13 If used, the trademarks 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 Services).

#### 4. SQF MARKS

- 4.1 The SQF Quality Shield and Logo are owned by SQFI and Organizations obtain no property rights in these Marks. Use of the SQF Marks by a Certified Organization is voluntary.
- 4.2 PJRFSI furnishes Certified Organizations with an electronic file of the SQF Marks as appropriate (see @4.3 and @4.4 below). Organizations may only use and reproduce the SQF Marks in accordance with this Procedure and with the SQF rules of use which are designed to protect the integrity and enhance the value of the SQF Marks. These rules of use are defined in the latest edition of the SQF Code. No fees are payable for use of the Marks other than those fees payable to obtain and maintain certification.
- 4.3 SQF Logo: Upon and for the duration of certification and *with approval from PJRFSI*, Organizations certified to SQF Code, may use the SQF Logo on documents and materials that are used for public display *except for* product packaging.
- 4.4 SQF Quality Shield: Upon and for the duration of certification and *with approval from PJRFSI*, Organizations certified to SQF Quality Code only may use the SQF Quality Shield on product packaging.

## 5. CANNABIS/HEMP LOGO



- 5.1 The PJRFSI Cannabis/Hemp Mark is owned by PJRFSI, and the Organization obtain no property rights in this mark. Use of the PJRFSI Mark by the Organization is voluntary.
- 5.2 PJRFSI furnishes the Organization with an electronic file of the PJRFSI Mark upon request. The Organization may only use and reproduce the PJRFSI Mark in accordance with the rules outlined in this Procedure which are designed to protect the integrity and enhance the value of the PJRFSI Mark. No fees are payable for use of the Mark other than those fees payable to obtain and maintain certification.
- 5.3 Upon and for the duration of certification and *with approval from PJRFSI*, the Certified Organization may use the PJRFSI Cannabis Mark on documents, materials, and website that are used for public display. The PJRFSI Cannabis Mark cannot be used on product packaging.
- 5.4 The Cannabis/Hemp Logo shall be reproduced in a size that makes all features of the mark clearly distinguishable. If the Logo is reproduced in a single color, the color may be black or white provides sufficient contrast to make the mark clearly identifiable. Can be used on black, white or solid color background. White background is preferred.
- 5.5 If reproduced in more than one color, the type shall be reproduced in blue and green (RGB Green #1F4D21 and Blue 200054). Do not use any other colors in presenting the logo or alter these color selections in any way - such as incorporating a tint, a fade or other devices.

## 6. Gluten-Free Mark

- 6.1 The Gluten- Free Certification Program Logos must conform to Gluten-Free Certification Program (GFCP) Trademark Usage Guide. All uses of the GFCP trademark must be approved by the BRCGS prior to final production/printing. Please email [brcgs.labels@lgcgroup.com](mailto:brcgs.labels@lgcgroup.com) to submit the trademark approval application or get more information on how to proceed with the temporary labelling option.
- 6.2 CCA trademark used under license for products sold in Canada, and related marketing

materials. The Canadian Celiac Association (CCA) endorses the **Gluten-Free Certification Program** and owns this trademark for use in the Canadian market.

6.3 BEYOND CELIAC trademark used under license for products sold in the U.S.A., and related marketing materials. BEYOND CELIAC endorses the **Gluten-Free Certification Program**. The BEYOND CELIAC trademark is owned by the National Foundation for Celiac Awareness (NFCA)

6.4 GFCP trademark used under license for products sold outside North America, and related marketing materials. This trademark is owned by the Allergen Control Group Inc.

## 7. PJRFSI MARK

7.1 The PJRFSI Mark is owned by PJRFSI, and the Organization obtain no property rights in this Mark. Use of the PJRFSI Mark by the Organization is voluntary.

7.2 PJRFSI furnishes the Organization with an electronic file of the PJRFSI Mark upon request. The Organization may only use and reproduce the PJRFSI Mark in accordance with the rules outlined in this Procedure which are designed to protect the integrity and enhance the value of the PJRFSI Mark. No fees are payable for use of the Mark other than those fees payable to obtain and maintain certification.

7.3 Upon and for the duration of certification and *with approval from PJRFSI*, the BRCGS Certified Organization may use the PJRFSI Mark on documents and materials that are used for public display *except for* product packaging.

## 8. ACCREDITATION BODY MARKS

8.1 A client wishing to use the Marks of PJRFSI's Accreditation Bodies should contact PJRFSI for approval and rules of use.

## 9. CERTIFICATE

9.1 PJRFSI is the sole authority by which PJRFSI Certificates are granted. All certificates and all electronic reproductions of certificates remain the property of PJRFSI.

9.2 Certificates, including electronic reproductions of certificates, must be surrendered or destroyed upon re-issue of replacement certificates or upon withdrawal or cancellation of certification.

9.3 When an organization displays a color reproduction of their certificate on their website or as part of any electronic publication, the reproduction must be protected from forgery (i.e., set to invalid download/print).

## 10. RESPONSIBILITIES AND OBLIGATIONS OF THE ORGANIZATION (including but not limited to):

10.1 direct any queries to PJRFSI regarding intended manners of publicizing certification or intended use of Certification Marks (Certification Marks refers to BRCGS, GLOBALG.A.P., SQF, CANNABIS, HEMP, GFCP, PRIMUSGFS, PJRFSI, and/or any Accreditation Body Marks);

10.2 comply fully with BRCGS, GLOBALG.A.P., SQF, GFCP, PRIMUSGFS, CANNABIS, HEMP, PJRFSI, and/or any Accreditation Bodies' rules of use regarding Certification Marks and publicizing of certification.

10.3 discontinue any publicizing of certification or any use of Certification Marks to which BRCGS, GLOBALG.A.P., SQF, GFCP, CANNABIS, HEMP, PRIMUSGFS, PJRFSI,

and/or any Accreditation Bodies would reasonably object;

- 10.4 do not publicize certification or use the Certification Marks in such a manner as to bring BRCGS, GLOBALG.A.P., SQF, GFCP, CANNABIS, HEMP, PRIMUSGFS, PJRFSI or any Accrediting Bodies into disrepute;
- 10.5 do not publicize certification or use the Certification Marks in a manner which BRCGS, GLOBALG.A.P., SQF, GFCP, CANNABIS, HEMP, PRIMUSGFS, PJRFSI, and/or any Accreditation Bodies may consider unauthorized or misleading to the market;
- 10.6 While the Organization's products are included in the Scope of Certification, BRCGS, GLOBALG.A.P., SQF, GFCP, CANNABIS, HEMP, Certification only indicates that the Organization's BRCGS, GLOBALG.A.P., SQF, GFCP, CANNABIS, HEMP, PRIMUSGFS, Food Safety and Quality Management System appears to conform to the current and applicable BRCGS Standard. Therefore, when using the BRCGS GLOBALG.A.P., SQF, GFCP, PRIMUSGFS, CANNABIS, HEMP, or Marks and when promoting its BRCGS, GLOBALG.A.P., SQF, GFCP, PRIMUSGFS, CANNABIS, HEMP, or Certification in general, the Organization should not represent its Certification as guaranteeing the safety of the Organization's products or services or even that the products or services meet all food safety regulations at all times;
- 10.7 operate entirely within the scope of its Certificate, including the Certification Schedule, and make claims regarding certification only in respect of the scope for which certification has been granted;
- 10.8 do not publicize certification and/or use Certification Marks on business cards, signboards, websites, or other media which also cite other subsidiary companies, site addresses, and/or products and services not covered on the Certificate of Registration unless those companies, sites, products, and/or services not covered are clearly identified as such;
- 10.9 do not use Certification Marks on any legal documents (e.g., contracts, checks, calibration reports);
- 10.10 use only current and unmodified versions of the Certification Marks;
- 10.11 when providing copies of any certification documents (certificates and audit reports) to interested parties, reproduce those documents in their entirety or otherwise seek permission in writing from PJRFSI;
- 10.12 ensure that no Certificate or report or any part thereof is used in a misleading manner and do not use audit report excerpts for publicizing certification;
- 10.13 give BRCGS, GLOBALG.A.P., SQF, GFCP, PRIMUSGFS, CANNABIS, HEMP, PJRFSI, and/or their agents reasonable access to examine the goods, products, wraps, packaging, containers, stationery, publicity material, and all other such items bearing or indicating Certification Marks for the purpose of confirming compliance with the Certificate and this procedure;
- 10.14 pay within the specified time any fees set by BRCGS, GLOBALG.A.P., SQF, GFCP, PRIMUSGFS, or PJRFSI or as otherwise agreed to by the parties; and
- 10.15 upon suspension, withdrawal, or cancellation of certification, comply with rules outlined in Section @12.0.

## **11. PRIMUSGFS**

- 11.1 The PrimusGFS trademark and logo may only be used with Azzule Systems permission.

PJRFSI must always obtain the PrimusGFS logo from Azzule Systems. This will ensure that it contains the exact corporate color and format. PJRFSI is responsible for controlling certified operations' use of the PrimusGFS trademark and logo.

- 11.2 The rules for the use of the logo and trademark will be defined in the License Agreement signed between the Azzule Systems and PJRFSI (exhibit C of the CB license agreement) and in the Sub-License Agreement signed between the CB and each organization. Infringement of the rules by either CBs or organizations could lead to sanctions.
- 11.3 Organizations can only use the trademark and/or logo when there is a valid PrimusGFS certificate linked to that organization, and when the organization.
- 11.4 A certified organization shall:
  - 11.4.1 Not use Logo as a product certification mark and shall never use it on their products or packaging of product;
  - 11.4.2 Only use Logo in a manner consistent with the registered scope of their certification. Operations and/or products not included in the CO's registered scope are not certified and CO is prohibited from using the logo in any way that would indicate or imply otherwise;
  - 11.4.3 Pay all fees and costs set by Azzule and/or as agreed to with their CB; and,
  - 11.4.4 Cooperate with Azzule and its agents to allow reasonable access to verify compliance with these rules.

## **12. GROUNDS FOR SUSPENDING OR WITHDRAWING USE OF CERTIFICATION MARKS**

- 12.1 Where PJRFSI has suspended an Organization's Food Safety Certificate of Registration, for the duration of the suspension, the Organization:
  - 12.1.1 shall not represent itself as holding a Certificate of Registration;
  - 12.1.2 shall not use any goods, products, packaging, stationery, or other items that contain a BRCGS, GLOBALG.A.P., SQF, GFCP, CANNABIS, HEMP, or PRIMUSGFS Logo that may indicate the Organization holds a BRCGS, GLOBALG.A.P., SQF, GFCP, PRIMUSGFS, CANNABIS, or HEMP Certificate of Registration;
  - 12.1.3 shall notify any customers as required.
- 12.2 The Organization can no longer use the Logo if its certification is not renewed or is withdrawn by PJRFSI, and the Organization will be responsible for withdrawing the Logo from its supply chain within 48 hours of non-renewal or withdrawal of certification.
- 12.3 Permission for an Organization to use the Certification Marks will be:
  - 12.3.1 suspended if the Organization's Certification is suspended; and/or
  - 12.3.2 withdrawn if the Organization's Certification is withdrawn, relinquished, or not renewed.
- 12.4 Conditions for suspending or withdrawing an Organization's permission to use the Certification Marks include (but are not necessarily limited to):
  - 12.4.1 suspended if the Organization breaches or fails to comply with these Rules;
  - 12.4.2 suspended if the Organization fails to use the Certification Marks in accordance with its Certificate of Registration, including the Registration Schedule;
  - 12.4.3 withdrawn if the Organization uses the Certification Marks in a way that, in the opinion of BRCGS, SQF, GLOBALG.A.P., GFCP, PRIMUSGFS, PJRFSI, and/or any Accreditation Bodies is detrimental to the Certification Trade Marks, or any of the Certification Mark issuing bodies as a whole, or is misleading to the public or otherwise contrary to law;
  - 12.4.4 withdrawn if the Organization has an administrator, receiver, receiver and manager, official manager or provisional liquidator appointed over its assets or where an order is made or a resolution passed for the dissolution of the Organization (except for the purpose of amalgamation or reconstruction) or the Organization ceases to carry on business or becomes bankrupt, applies to take

the benefit of any law for the relief of bankrupt or insolvent debtors, or makes any arrangement or composition with its creditors;

- 12.4.5 suspended or withdrawn as deemed appropriate if the Organization refuses to discontinue improper use of Certification Marks or improper publicizing of certification; persists in violation of this procedure regarding use of Certification Marks and publicizing of certification; misuses the Certification Marks repeatedly in different ways; and/or fails to promptly and affirmatively implement corrective actions as instructed.
- 12.5 Upon suspension of an Organization's certification, the Organization must stop publicizing certification and stop using the Certification Marks for the duration of the suspension and must at its own expense isolate all goods, products, wraps, packaging, containers, stationery, publicity material, and all other such items bearing or indicating the Certification Marks during such period of suspension.
- 12.6 Upon withdrawal of an Organization's certification, all goods, products, wraps, packaging, containers, stationery, publicity material and all other such items bearing or indicating the Certification Marks shall, at the Organization's expense, be destroyed or disposed of, or be treated to have the Certification Marks obliterated. The Organization must also return to PJRFSI its Certificate of Registration and all electronic copies of the Certification Marks.
- 12.7 Upon withdrawal or during any period of suspension of an Organization's certification, the Organization shall not, without the consent of PJRFSI, sell, or expose for sale, any goods or services bearing the Certification Marks.

### **13. CORRECTIVE ACTIONS**

- 13.1 PJRFSI immediately begins corrective action proceedings upon discovery of improper publicizing of certification and/or misuse of Certification Marks.
- 13.2 Non-certified Organizations found to be using the Certification Marks, including former Certified Organizations, receive one written warning, via registered mail return receipt requested, to cease and desist the improper publicizing of certification or use of Marks, with a specific deadline for acquiescence. Should the misuse continue, PJRFSI notifies scheme owner and Accreditation Bodies as appropriate and may refer the matter to appropriate legal counsel for action.
- 13.3 Certified Organizations who violate the rules regarding the publicizing of certification and use of Certification Marks are instructed to implement effective corrective action in writing, either via a nonconformity report, registered letter from the President, or other means.
- 13.4 PJRFSI follows up on such corrective action requests and obtains written agreement from the Organization to:
  - 13.4.1 Discontinue the improper use at once;
  - 13.4.2 Notify any person or organization that may have been misled in any way, shape, or form by the misuse, of the corrective action and the reasons therefore, copying PJRFSI's Food Safety Program Representative and President in writing.
- 13.5 At PJRFSI's discretion, follow-up actions may include scheduling a special surveillance of the Organization's facility; inquiring of recipients of the Organization's corrective action letters; or other means that may be appropriate.
- 13.6 In any event, the incidence of misuse is followed up at subsequent audits of the Organization.



#### 14. NOTICES

- 14.1 Any notice or other communication to be given or sent to scheme owner(s) or the Organization shall be deemed to be duly given or sent if sent by pre-paid post, e-mail, or facsimile transmission to the last known address of the party concerned.

#### 15. APPENDIX 1 - PERRY JOHNSON REGISTRARS FOOD SAFETY, INC. (PJRFSI) CERTIFICATION MARK

A Organization wishing to use the PJRFSI Certification Mark should request camera ready artwork from PJRFSI. The PJRFSI Mark shall be reproduced in a size that makes all features of the mark clearly distinguishable. If the Mark is reproduced in a single color, the color may be black or a single-color belonging to the house-style of the certified organization if the color provides sufficient contrast to make the mark clearly identifiable. If reproduced in more than one color, the type shall be reproduced in PMS 293 and the red outlining graphic and apple shall be reproduced in PMS 185.



#### 16. APPENDIX 2 - PERRY JOHNSON REGISTRARS FOOD SAFETY, INC. (PJRFSI) GMP LOGO

An organization wishing to use the PJRFSI GMP Logo should request camera ready artwork from PJRFSI. The PJRFSI GMP Logo shall be reproduced in a size that makes all features of the mark clearly distinguishable. The Logo shall be reproduced in PMS as specified below.



PMS 129 – Yellow  
PMS 185 – Red  
PMS 293 – Blue



PMS 129 – Yellow  
PMS 343 – Green  
PMS 293 – Blue