



Dual Production and Sale of Product

The aim: To ensure that non-approved products do not get the marketing benefit of association with approved products and farms.

Summary of dual production:

If the approved farm or Producer Group owns or has control over non-approved production of the same type as the approved production – it is dual production. Dual production may be compliant where clear separation and traceability of operation is demonstrated, according to AWA standards. See below for more information.

If the approved farm or Producer Group has no ownership or control over non-approved production – it is not dual production.

The farm or Producer Group must clearly state which species and/or products are approved and which not.

I. Types of farm or group, definitions and whether or not dual production is an issue

1. Farmer

- a. All species on the farm are approved and sold by the farm under the AWA logo.
No dual production
- b. One or more species on farm are approved and sold by the farm under the AWA logo. One or more other species on the farm are not approved and sold by the farm without the AWA logo.
No dual production – but see rules below for those selling both approved and non-approved products
- c. Farmer has an approved species/product but additionally buys in the same product from a farm that is not AWA approved. The approved farm has no control over production methods on the non-approved farm and only buys finished product.
 - i. Farmer sells all product – from their own and the unapproved farm – as AWA.
Non-compliant dual production; grounds for removal from the program
 - ii. Farmer either markets none of the products as being approved or clearly defines which of the products are approved and which are non-approved.
No dual production

- d. Farmer belongs to a marketing group or co-op that sells several products under the AWA label. Farmer supplies one approved product to the group that is sold under the AWA label. Farmer has other species/products on farm that are not approved and are sold as non-approved. The marketing group or co-op acquires these same products as approved from other farmers in the group but the original farmer chooses not to participate with those species.
No dual production for either the marketing group or the farmer
 - e. Farmer is not approved but wishes to buy approved product from another approved farmer to sell on their farm stand or in their farm shop. Approved product is labeled as AWA approved. Non-approved product is clearly distinguished.
No dual production – but see rules below for those selling both approved and non-approved products
2. Consolidating farmer or Producer Group marketing under the AWA logo.
- a. All products sold are compliant and approved.
No dual production
 - b. Consolidating farmer or Producer Group that is going through the initial process of approval known as a 'transition group'. A transition group consists of all the members of the group at the time the first application is made to AWA. A transition group may have some members who have approved species and/or products and others who are yet to be approved. At application the numbers in the group and the timeframe within which they will be ready for audit must be agreed with the AWA Technical Team and approved by the Approval Board.
No dual production.
 - c. As a continuation of 'b' above, in the process of initial audit and transition some farms or group members fail the audit and not be able to provide a CAP that can be approved. The consolidating farmer or Producer Group may sell the non-approved products from these farms under a separate label.
No dual production
 - d. Consolidating farmer or Producer group that is not in transition brings a new farmer into the group prior to AWA audit. This farmer then fails the AWA audit when their products are already in the Producer Groups system but the Producer Group is able to dispose of the animals or products without using the AWA logo and agrees not to source from the farm that failed an audit again.
No dual production
 - e. Consolidating farmer or Producer Group that is not in transition brings a new farmer into the group prior to AWA audit. This farmer then fails the AWA audit when their products are already in the co-operative's system and the co-operative cannot stop them being sold under the AWA logo.
Non-compliant dual production

3. Group of farmers who market together and have AWA membership as a requirement of joining the group
 - a. All products sold are compliant and approved.
No dual production
 - b. Group of farmers that market together that is going through the initial process of approval is known as a 'transition group'. A transition group consists of all the members of the group at the time the first application is made to AWA. A transition group may have some members who are approved and others who are yet to be approved. At application the numbers in the group and the timeframe within which they will be ready for audit must be agreed with the AWA Technical Team and approved by the Approval Board.
No dual production.
 - c. Group of farmers that market together that is not in transition brings a new farmer into the group prior to AWA audit. This farmer then fails the AWA audit when their products are already in the group's system but the farmer group is able to dispose of the animals or products without using the AWA logo and agree not to source from the farm that has failed an audit again.
No dual production
 - d. Group of farmers that market together that is not in transition brings a new farmer into the group prior to AWA audit. This farmer then fails the AWA audit when their products are already in the groups system and the Producer Group cannot stop them being sold under the AWA logo.
Non-compliant dual production

4. AWA approved farmer who is also a processor with a recommended plant.
 - a. Farmer sells product under AWA label. They also buy animals of the same species from other producers who are non-approved and market the non-AWA product under another label.
No dual production
 - b. Farmer who is also a processor has control of animals that are not managed to AWA standards and are not approved and does not have a plan that demonstrates clear separation and traceability of operations.
Non-compliant dual production
 - c. The situation occurs as in point b, but there is demonstrable separation and traceability between farm and plant.
May be compliant where AWA standards for dual production are met

5. Association where some of the farms producing a given product are AWA approved and others are not.
 - a. The association markets itself and all of its members as AWA approved.
Not permissible
 - b. The association markets/promotes its own selling points—e.g., grassfed—but does not

market under the AWA label.

No dual production.

6. CSA markets products including some AWA approved products and some non-AWA products.
 - a. CSA markets all products as AWA approved.
Non-compliant dual production
 - b. CSA does not label any product as AWA approved.
No dual production
 - c. CSA states that products from 'Farmer Joe's Farm' are approved but not from other farms.
May be compliant where AWA standards for dual production are met. Traceability and marketing claims must be put forward for approval first.

7. Marketer/distributor with no interest, ownership or management of live animals in production sells anyone's product and has no interest in production.
 - a. Marketer/distributor buys animals on hoof or carcass that are sourced from an approved farm and have been slaughtered/processed through an approved plant.
The AWA logo could be used – the marketer/distributor must provide traceability
 - b. Marketer/distributor also sources product from non-approved sources, has traceability and markets these non-approved products under different labels.
No dual production

8. Retailer sells anyone's product has no interest in production.
 - a. Retailer buys products that are sourced from an approved farm and have been slaughtered/processed through an approved plant.
The AWA logo could be used – the retailer must provide traceability
 - b. Retailer also sources product from non-approved sources, has traceability and markets these non-approved products under different labels.
No dual production

II. Rules for those marketing both AWA approved and non-approved products

An approved farmer can potentially market AWA approved products alongside non-approved products. There must be clear distinction between AWA products and non-AWA products. There must also be traceability of AWA products including source of products, volume purchased, and volume sold. Where some products are approved, and others are not the farmer must clearly show which products are and are not approved.