-IMPORTANT-

Requirements for using A Greener World (AGW) logos

Rules for Displaying the AGW logo on Packaging

As an AGW-certified business, you've earned the right to use one of the most valuable and meaningful labels in the marketplace. You're also part of an ever-growing community of farmers and food businesses across the world who are leading the way in farm animal welfare and environmental sustainability.

To help us increase consumer recognition and awareness of AGW-certified businesses like yours, we now require all certified operations to proudly display the appropriate AGW logo(s) on all certified products, unless otherwise agreed with AGW (see below).

Why should you use our logos?

Market research shows that today's consumers are increasingly interested in knowing where their food comes from and how it is produced. They want to see that information on the packaging, backed up by an independent third-party certification they can trust, so they can feel good about the food they buy. The great news is your certification ticks all the right boxes! As an AGW-certified farm or business, you're ideally placed to meet the growing demand for high-welfare, sustainable, locally produced food.

We're here to help

If you are not already using the logo on existing packaging, we understand that the updates may entail additional time and cost. Please get in touch to discuss an appropriate timeline to replace any stocks of pre-printed packaging or if you need help adding the logo to your existing labelling or packaging.

Various options are available for adding the AGW logos to your packaging, including purchasing high-quality AGW-branded logo stickers (available in English and French). Alternatively, you might need to redesign your existing product label to include the appropriate AGW logo(s) and a provide an appropriate timeframe for introducing new packaging, if necessary. If your label update involves design, we are happy to review AGW logo use according to AGW's logo use policies.

- You will find full guidelines on how to display the AGW logo on your packaging in section P5 of our **Policy Manual**, but you can always contact us if you have any questions.
- You can download AGW logos in **three** sizes and in .PNG format with a transparent background **on our website**.

Questions? Get in touch.

In some cases, there may be valid reasons why an AGW-certified business is unable to use the logo. For example, if:

- Your business is not yet certified
- Your processor refuses or is not legally able to affix the logo
- Your retailers/buyers/wholesalers do not allow it
- Branded stickers are not practical due to volume or adhesion issues.
- Your business has taken action to seek regulatory approval (if applicable) and approval is pending

Note: These requirements do not apply to the sale of live animals

Food labelling regulations

Most countries regulate food labelling to ensure all food packaging includes certain basic information, such as the ingredients, weight, and safety advice, and that information is accurate, easy to read and understand, and is not misleading in any way.

However, labelling requirements will differ according to the country, the product and ingredients, and the legislative requirements, so it is very important to understand any and all legal obligations for labelling and ensure you are complying with all appropriate laws.

Approving the use of the AGW logo(s) on your labels

As a reminder, we need to approve any proposed logo use on product labels (see *Traceability* section of the relevant standard), so please send a digital copy of your updated product label(s) for review at **info@agreenerworld.org**. Thank you and we look forward to working with you on your labels.

Yours sincerely,

The AGW Team

Assistance from AGW with your label design does NOT imply legal approval. AGW certification requires compliance with all applicable labelling regulations.