

-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 today. 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 purchase. 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 labeling 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 timeframe for introducing new packaging, if necessary.

We can also offer professional assistance in altering your existing product label to include relevant AGW logo(s) and even design a completely new label for you to use. Contact us to find out more about this service.

- 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 get in touch if you have any questions.
- You can download AGW logos in 3 sizes and in .PNG format with a transparent background [on our website](#).

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Questions? Be in touch.

In some cases, there may be valid reasons why an AGW-certified business is not required to use the logo. For example, if:

- Your business is not yet certified
- Your processor refuses or is not legally able to affix logo
- Your retailers/buyers/wholesalers do not allow it
- Branded stickers not practically possible due to volume or adhesion issues
- Your business has taken action to seek regulatory approval and approval is pending
- Note: These requirements do not apply to the sale of live animals

Once again, if you have any questions, please get in touch to discuss at your earliest convenience.

Food labeling regulations

Most countries regulate food labeling 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, labeling requirements will differ according to the country, the product and ingredients, and the regulating agency, so it is very important to understand all legal obligations for labeling and ensure you are complying with all appropriate regulations.

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 relevant standard), so please send us 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.

Sincerely,
The AGW Team

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