



## Logo Use Guidance for Certified Operators

Principle: Integrity of AGW logos must be maintained to deliver positive impacts and retain value for producers and consumers. All logo use is subject to AGW's logo use policies (See [Policy Manual](#) Section P5) and must be pre-approved by A Greener World.

### 1. Clarity in Statements and Marketing

In addition to the requirements listed in AGW's Policy Manual, the following apply:

- The ingredient description must be clear and truthful.
- Certified and non-certified ingredients must be distinct. There must be sufficient clarity for anyone reviewing the claim to easily distinguish between fully certified products and those that are not fully certified.
- Asterisks may be used to identify certified ingredients, referencing a statement located near the ingredients panel such as, "Ingredients Certified Regenerative by A Greener World."
- Off-pack logo use in marketing materials for products utilizing a "Made With" claim must be pre-approved in writing by AGW.

### 2. Logo Use, Claims and Conditions\*\*

Product Complexity	Type of Claim	Conditions for Logo Use				Examples
		Front of pack logo use eligible	Certified ingredient must be specified	Minimum % Certified Ingredients*	Additional Requirements	
Single Ingredient	Full Logo Use (No on-pack qualifiers)	Y	N	100%	<p>If 100% of the ingredients or fibers used in a finished product are from certified sources, the relevant logo(s) can be used on the label and the entire product can be marketed as certified with no qualifiers. If multiple suppliers, Further Processor certification is required.</p> <p>Meat or hides bearing an AGW logo must come from certified animals slaughtered at a recommended plant.</p> <p>Products bearing the logo must be listed on the AGW certificate (e.g., "AWA beef").</p>	<p><b>Example A:</b> A farmer selling their own CNGMO strawberries may use the CNGMO logo on-pack.</p> <p><b>Example B:</b> An AGW-certified further processor sourcing AWA beef from 14 supplier farms may use the AWA logo on-pack.</p>

Product Complexity	Type of Claim	Conditions for Logo Use, Continued				Examples
		Front of pack logo use eligible	Certified ingredient must be specified	Minimum % Certified Ingredients*	Additional Requirements	
Multi-Ingredient	Full Logo Use (No on-pack qualifiers)	Y	N	95%	<p>If at least 95% of the ingredients or fibers used in a finished product are from certified sources and the remaining 5% meet the requirements below, the relevant logo(s) can be used on the label and the product can be marketed as certified:</p> <ol style="list-style-type: none"> <li>1. The 5% non-certified ingredient(s) cannot be of the same type as any of the certified ingredient(s)</li> <li>2. The 5% non-certified ingredient(s) must be used for one of the following reasons: <ol style="list-style-type: none"> <li>a. Cannot be sourced as a product certified by AGW.</li> <li>b. Cannot be sourced to a recognized equivalent certification.</li> </ol> </li> <li>3. For Certified Regenerative by AGW, where available, the 5% non-certified ingredient(s) must be certified organic by an accredited organic certifier.</li> </ol>	<p><b>Example C:</b> A blanket made of 96% AWA wool with the remaining 4% comprised of synthetic stitching unavailable in certifiable form may use the AWA logo.</p> <p><b>Example D:</b> A flavored nut mix containing 95% Certified Regenerative by AGW nuts and 5% ingredients meeting the Additional Requirements may use the CR logo.</p> <p><b>Example E:</b> A 100% wool blanket which is 95% AGW-certified sheep's wool and 5% non-AGW-certified sheep's wool cannot use an AGW logo.</p>

Product Complexity	Type of Claim	Conditions for Logo Use, Continued				Examples
		Front of pack logo use eligible	Certified ingredient must be specified	Minimum % Certified Ingredients*	Additional Requirements	
Multi-Ingredient	<p>“Made With” Claim (With Logo Use) – Use of the logo and statement “made with [certification] [ingredient]” for products that are not fully certified.</p> <p><i>Note: “Made with” claims may not be used with Certified Non-GMO by AGW</i></p>	Y	Y	20% or contains certified characterizing ingredient	<ol style="list-style-type: none"> <li>1. The statement “Made with [certification] [product]” is placed prominently either above or below the logo;</li> <li>2. Formulation cannot include certified and non-certified versions of the same ingredient;</li> <li>3. Where the product contains certified and non-certified ingredients or the certified ingredient is NOT a characterizing ingredient, the percentage of certified product must be shown somewhere on the label.</li> </ol> <p>Exceptions may be granted where certified ingredients make up less than 20% but are characterizing ingredients.</p>	<p><b>Example F:</b> A mushroom soup consisting of 15% Certified Regenerative by AGW mushrooms and 85% other non-certified ingredients (e.g., water, other vegetables, salt and spices) may use the Certified Regenerative by AGW logo with the wording, “Made with Certified Regenerative by AGW Mushrooms,” as mushrooms are a characterizing ingredient.</p> <p><b>Example G:</b> A tomato soup with 4% Certified Non-GMO by AGW carrots and celery (not characterizing ingredients) may identify certified ingredients in the ingredients panel, but may not use a front-of-pack logo/claim, “Made with [Certified Non-GMO by AGW logo] ingredients.”</p>
Multi-Ingredient	Text-only: Ingredients Statement or textual “Made With” claim (No Logo Use)	N	Y	Less than 20% or no certified characterizing ingredient	In the ingredients list, certified and non-certified ingredients should be listed in the same font and size.	<b>Example H:</b> A canned soup made with 5% CR onions may include “Certified Regenerative by AGW onions” in the ingredients list.

\*Percentages are calculated by weight, excluding water and salt.

\*\* Market requirements for logo use or claims may differ. Please see [External Labeling Requirements](#) registered with AGW for further detail.

### 3. Additional Requirements for Animal-Based Ingredients

For **any** AGW logo to be used on multi-ingredient food items, all eligible animal-based ingredients must come from Certified Animal Welfare Approved by AGW sources. Exceptions are only granted when:

- The product is unavailable in a certified form (e.g., sausage casings);
- It is impractical for the product to be developed in a certified form;
- No ingredients in the final product appear on the prohibited list (see below);
- The quality of the end product would be affected if the non-certified product could not be used; and
- Inclusion of the eligible non-AWA ingredients in the final product is less than 1% for AWA products.

Where AWA ingredients cannot be sourced, alternate ingredients should be sourced in the following order of priority:

1. EU Organic
2. An AGW-recognized animal welfare certification program

Where none of the above sources are possible, any AGW claims used must explicitly exclude animal-based ingredients in a way that is clear to the consumer. Agreed exceptions will be reviewed at least annually and/or when further information on their availability is made evident. The review will consider the number of certified producers or processors of a particular product; the type of processing available and geographical spread/limits. The degree of control the farmer or producer of the end product has over requiring the development/production of certified ingredients may also be considered. The goal of any exception granted is to build the market and increase the supply of Animal Welfare Approved and welfare-certified ingredients, and exceptions will be reviewed through this framework.

### 4. Prohibited Ingredients

AGW reserves the right to withhold approval to use the AGW logo or the phrase “made with [certification] [ingredient]” if other ingredients, a processing method or the end product does not meet the principles of AGW.

AGW does not permit the use of the AGW logo or the phrase “made with [certification] [ingredient]” when any prohibited ingredients or processes are present. The current list of prohibited products and processes is as follows. This list will be reviewed and updated regularly:

- Foie gras
- Products that are tested on animals
- Ingredients from genetically modified animals
- Cultivated or lab-based animal-ingredient analogs