

RULES FOR USE OF GLOBALG.A.P. TRADEMARK AND LOGO

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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”.

ACERTA-MAR does verify the correct use of the GLOBALG.A.P. trademark by the producers at all times. Infringement of these rules could lead to sanctions.

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.

1. GLOBALG.A.P. TRADEMARK

- i. 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.
- ii. The producer shall only use the trademark 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 the corresponding GGN.
- iii. 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.
- iv. 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.
- v. GLOBALG.A.P. certified producers may use the GLOBALG.A.P. trademark in business-to-business communication, and for traceability, segregation or identification purposes on site at the production site.
- vi. Retailers, producers and other organizations that signed up for voluntary GLOBALG.A.P. membership may use the trademark in promotional print-outs, 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.
- vii. Acerta-Mar 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.
- viii. 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.

2. SPECIFICATIONS

- (i) The producer shall only use the trademark in the manner provided by GLOBALG.A.P. and shall not alter, modify, or distort them in any way.
- (ii) The GLOBALG.A.P. logo shall always be obtained from the GLOBALG.A.P. Secretariat. This will ensure that it contains the exact corporate color and format, as below:



GLOBALG.A.P.

GLOBALG.A.P.

3. GLOBALG.A.P. NUMBER (GGN)

- (i) The GLOBALG.A.P. Number (GGN) is the combination of the prefix “GGN” plus a 13-digit numerical number, not including the GLOBALG.A.P. trademark, and is unique to each and every producer and any other legal entity in the GLOBALG.A.P. system. For this number GLOBALG.A.P. requires existing Global Location Numbers (GLN) issued by, and to be purchased from, the local GS1 organization (www.gs1.org) or alternatively –in its absence –GLOBALG.A.P. assigns its own interim GLN. Please note the limitations of the GGN, as it is not equivalent to owning a GLN, because the GGN technically is a sub-GLN of one single GLN owned by GLOBALG.A.P.
- (ii) The GGN identifies a registered or certified producer and may only be used as indicated in the CPCCs. It cannot be used to label a product that is not certified. The GGN (e.g.: GGN_1234567890123) may appear on the product, consumer packaging of the product or at the point of sale where in direct connection with individual certified products. The GGN shall only be used on transaction/sales documents including certified products. When the transaction/sales documents include certified and non-certified products, the certified items shall be clearly identified as required by the relevant All Farm Base control points and compliance criteria.
- (iii) The legal entity that labels GGN shall be a holder of a valid certificate of a GLOBALG.A.P. IFA, or an equivalent standard/scheme certificate.
- (iv) The GGN may be used in (converted into) digital codes, e.g. barcode, EAN number, etc. However, where it is required by a CPCC to include the GGN in the product label and/or in the transaction documents, the GGN needs to appear in human readable format.
- (v) On termination of the GLOBALG.A.P. Sublicense and Certification Agreement the right of the producer to use the GLOBALG.A.P. claim, including the trademark or GGN, terminates with immediate effect.
- (vi) The GGN shall only be used in connection with the GLOBALG.A.P. system.
- (vii) Whenever a need arises to identify the organization in other contexts or additional applications, an organization may apply for its own GLN and report this number to GLOBALG.A.P., which shall register the organization under its own number and withdraw the GGN accordingly. The GLN replaces the GGN in the GLOBALG.A.P. System.

4. THE GGN CONSUMER LABEL GLOBALG.A.P.

- (i) The GG consumer label may only be used by GLOBALG.A.P. IFA certified companies based on a special licensing agreement. Producers and companies shall apply for the label use at info@ggn.org
- (ii) The approved “GGN Certified Farming” label is:

