



# LEAF Marque Claims & Labelling Guidance Document



|   | <b>Page</b> |
|---|-------------|
| <b>Introduction</b>                               | <b>3</b>    |
| <b>Identifying if a C&amp;L Licence is needed</b> | <b>4</b>    |
| LEAF Marque claim                                 | 5           |
| Relevant Licence Holder                           | 6           |
| <b>Licence Application</b>                        | <b>7</b>    |
| Preparation and Submission                        | 9           |
| <b>Surveillance</b>                               | <b>10</b>   |
| <b>Definitions</b>                                | <b>10</b>   |



If you have any questions about the contents of this Guidance Document, or relating to Claims & Labelling, please contact LEAF:

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**LEAF Marque Claims & Labelling (C&L) protects the integrity of the LEAF Marque System by regulating LEAF Marque claims.** C&L operates on a licence basis in which a C&L Licence is needed in order to make a LEAF Marque claim.

The previous mechanism to regulate LEAF Marque claims was LEAF Marque Chain of Custody, which was enforced by inclusion in the LEAF Marque Standard v14.1. C&L is the replacement mechanism for regulating LEAF Marque claims. However, as C&L applies to others in the food system and not just LEAF Marque certified businesses, it is not included in the LEAF Marque Standard v15.0 (or onwards), and is instead enforced by the [LEAF Marque System Rules](#).

Businesses must be fully compliant with C&L by the 30<sup>th</sup> September 2020.

This Guidance Document explains the processes of C&L (see Figure 1) and what is expected of businesses.

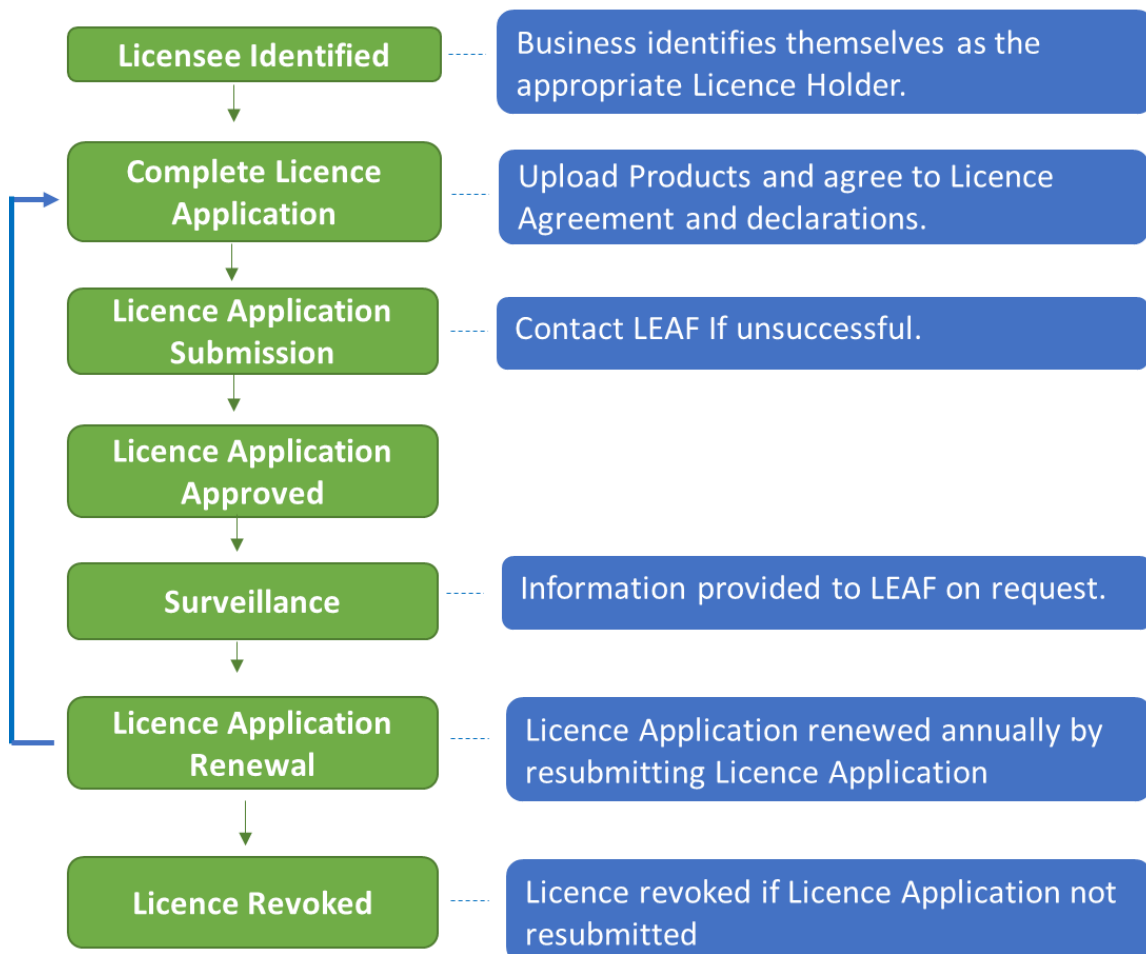


Figure 1: C&L Process

# Identifying if a C&L Licence is needed

C&L operates on a licence basis in which a C&L Licence is needed to make a LEAF Marque claim.

The relevant Licence Holder(s) is determined by the supply chain of a product and the point in which the LEAF Marque claim is made. It is the responsibility of any business making a LEAF Marque claim to identify whether they are the relevant Licence Holder for that product.

**Identifying whether a C&L Licence is needed is a two stage process:**

- 1) Identify whether a LEAF Marque claim is being made
- 2) Identify whether the business is the relevant Licence Holder.

This process is summarised in Figure 2 below, and explained in more detail on page 5 (LEAF Marque claim) and page 6 (relevant Licence Holder).

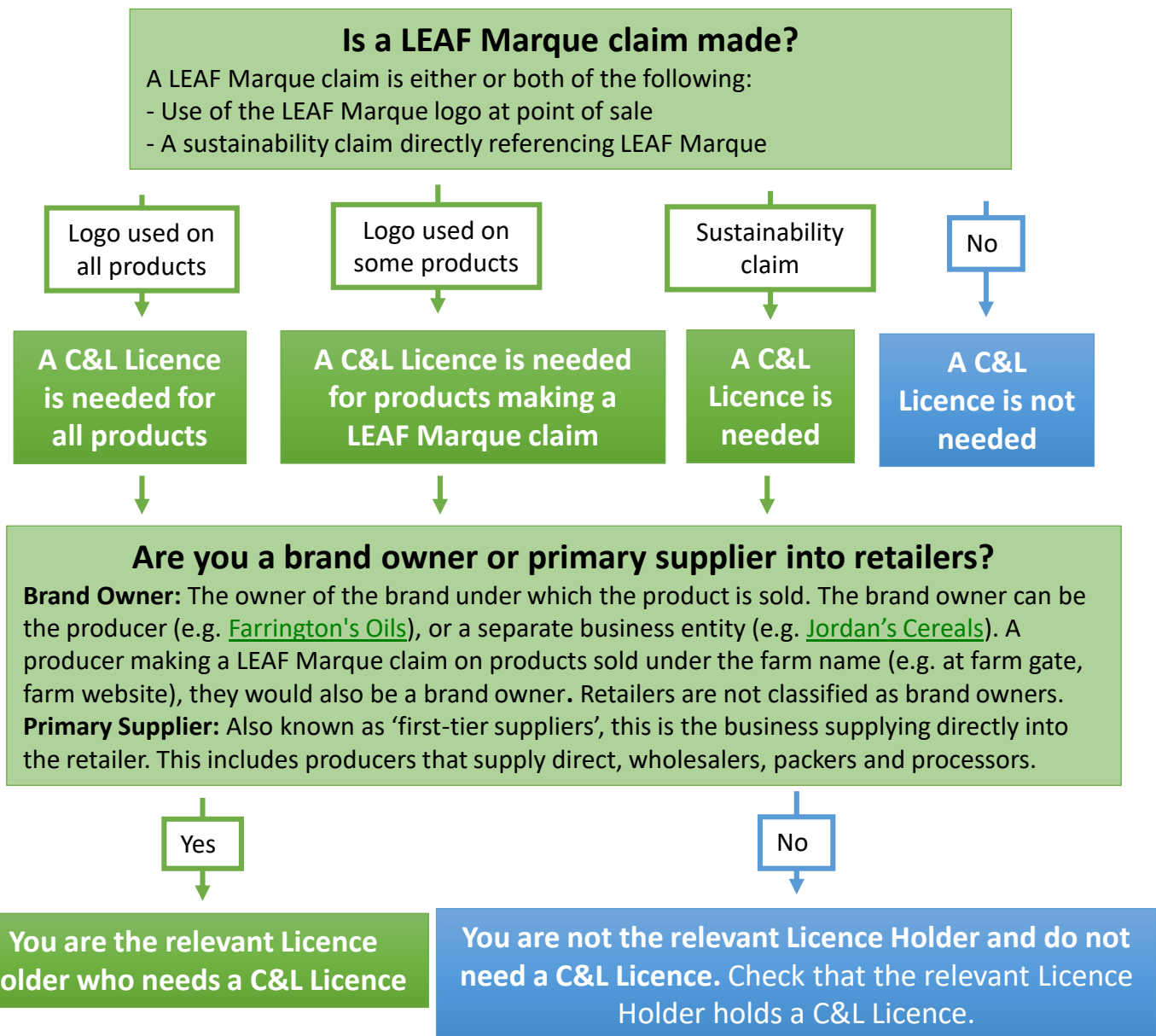


Figure 2: How to identify if a C&L Licence is needed

# LEAF Marque claim

A LEAF Marque claim includes either or both of the following:

## 1) Use of the LEAF Marque logo at point of sale (on pack and/or off pack such as on an online shop)

A LEAF Marque claim includes the use of the LEAF Marque logo at point of sale, regardless of the format. For example, use on pack, on a website selling products, or a sign next to a product being sold are all LEAF Marque claims. Using the LEAF Marque logo in communications or on boxes transporting produce is not a LEAF Marque claim ([LEAF Style Guidelines](#) details logo use rules in these contexts).

### Examples: LEAF Marque claim



The LEAF Marque logo is used on packaging. As this is at point of sale, a LEAF Marque claim is being made.



The LEAF Marque logo is used next to a product used on a farms online shop. A LEAF Marque claim is being made.

### Examples: Not a LEAF Marque claim



The LEAF Marque logo is used on boxes to transport product. As it is not used at point of sale, this is not a LEAF Marque claim.



The LEAF Marque logo is on delivery vans of certified and non-certified product. As this is not at point of sale, it is not a LEAF Marque claim.

## 2) A sustainability claim directly referencing LEAF Marque certification

A sustainability claim is a message regarding sustainability that is used to set apart and promote a product, process, business or service. If this claim directly references LEAF Marque, a LEAF Marque claim is made. It does not include instances where LEAF Marque is used as part of businesses internal sustainability strategy. As above, this applies to claims made in any format (e.g. on pack, online etc.).

### Example: LEAF Marque claim

*“Jordans Farm Partnership, a unique collaboration between Jordans and our farmers, the Wildlife Trusts, Linking Environment and Farming and the Prince’s Countryside Fund.”*

This statement is made on the Jordan’s website, and on pack. As LEAF Marque is directly reference, a LEAF Marque claim is being made.

### Example: Not a LEAF Marque claim



LEAF Marque is a compulsory Plan A attribute for UK fresh produce. This is not a LEAF Marque claim as LEAF Marque is not directly referenced, regardless of whether or not the product come from a LEAF Marque certified business.

**It is the responsibility of any business making a LEAF Marque claim to identify whether they are the relevant Licence Holder for that product.**

The relevant Licence Holder will be either of the following:

- 1) Primary supplier into retailers/food service.** Also known as 'first-tier suppliers', this is the business supplying directly into the retailer or food service outlet.
- 2) Brand Owner.** The owner of the brand under which the product is sold. The brand owner can be the producer (e.g. Farrington's Oils), or a separate business entity (e.g. Jordan's Cereals). A producer making a LEAF Marque claim on products sold under the farm name (e.g. at farm gate, farm website), they would also be a brand owner. Retailers are not classified as brand owners.

**If you are not the relevant Licence Holder but supply a business making a LEAF Marque claim, check if they have a C&L Licence.** You should also review the [LEAF Style Guidelines](#) which includes the rules to adhere in using the LEAF Marque logo and communications regarding the LEAF Marque System.

The supply chain of a product and the point in which the LEAF Marque claim is made will determine the relevant Licence Holder(s). If there is ever any uncertainty on who the relevant Licence Holder is, contact [info@leafmarque.com](mailto:info@leafmarque.com).

Examples of the relevant Licence Holders:

**LEAF Marque certified business → Packer → Retailer**

A LEAF Marque certified business supplies a retailer via a packer. The retailer requires LEAF Marque certification as part of their sourcing criteria. The LEAF Marque logo is not used, and no sustainability claim directly referencing LEAF Marque is made. A C&L Licence is not needed as no LEAF Marque claim is being made.

**LEAF Marque certified business → Packer → Wholesale → Retailer**

A LEAF Marque certified business supplies a retailer via a packer and wholesale. The retailer requires LEAF Marque certification as part of their sourcing criteria and the LEAF Marque logo is used on pack. A C&L Licence is needed for the use of the LEAF Marque logo, and the relevant Licence Holder is the wholesaler as they are the primary supplier into the retailer.

**LEAF Marque certified business → Online Shop / → Wholesale → Retailer**

A LEAF Marque certified business sells directly from their farm's website, marketing products as LEAF Marque certified. This business also supplies a retailer via wholesale; the retailer does not use the LEAF Marque logo. The relevant Licence Holder is the LEAF Marque certified business; they make a LEAF Marque claim at point of sale on their website, and they are the brand owner as the product is sold under the farm business' name. If the retailer made a LEAF Marque claim, the wholesaler would also be a relevant Licence Holder.

**LEAF Marque certified business → Brand Owner**

A LEAF Marque certified business supplies directly to a Brand Owner. The Brand Owner uses the LEAF Marque logo on pack. The relevant Licence Holder is the Brand Owner as they are making the LEAF Marque claim.

Once the business has identified they are the relevant Licence Holder, a C&L Licence Application must be made. The process is as follows:

## 1) LEAF Charity Membership

LEAF Charity Membership entitles businesses to make a LEAF Marque claim at no additional cost. If you already have LEAF Charity Membership, no further action is needed.

If you do not have LEAF Charity Membership, register online [here](#), and select the appropriate membership category. In most cases, this will either be:

*Farmer:* LEAF Marque certified businesses who are Brand Owners making a LEAF Marque claim, or primary suppliers into retailers/food service.

*Buyers & Sellers:* Companies in the food sector such as wholesalers, distributors, packers, processors, restaurants and cafes who buy and sell LEAF Marque certified products.

## 2) Claims & Labelling Requirements

There are a number of requirements businesses must comply with when holding a C&L Licence. Before making your application, familiarise yourself with the following rules and requirements.

- Claims & Labelling Licence Agreement  
By signing the Licence Agreement, you are agreeing to comply with the rules in this document.
- LEAF Marque Claim Rules  
All LEAF Marque claims must adhere to the rules in this document

The Licence Application requires that you upload information of all products making a LEAF Marque claim. The type of information you will need to provide will depend on the type of LEAF Marque claim being made; there are separate data entry tables for each. Ensure you have the appropriate information for either, or both, as appropriate. See Page 8 for more information.

## 3) Register your site

[Log into your myLEAF account](#) – this is provided with your LEAF Charity Membership. From the three tabs at the top (My Profile, My Services, Service Upgrades), select '[My Services](#)'. On this page, select '[LEAF Marque Claims & Labelling](#)' from the options on the left.

In the 'Your Sites' section, the Status column shows the accounts associated with your LEAF Charity Membership.

- To begin, click 'Register' next to the site you want to complete a C&L Licence Application for.
- If a site is linked to multiple accounts, you may first need to click 'Request Access'
- If your account is not listed, contact LEAF (info@leafmarque.com) or phone (+44 (0)247 6413 911).

You will receive an email notification when the site is registered and you are ready to submit your Licence Application. The status column will then read "Site registered".

## 4) Submit your Licence Application

After the site is registered, it will be available under 'Your Applications'. You can save and come back to the Licence Application at any time. Click either 'Start Application' or 'Edit Application' from the myLEAF C&L page.

When starting or editing your Licence Application, you will be directed to the C&L website. When you first use the site you will be presented with the Terms & Conditions of the IT Service Provider. The webpage will direct you to the Licence Application for your registered site. Click 'Start' to begin, or 'Continue' to edit.

**There are 10 questions to answer.** Guidance to each question can be found in the pink box on the right hand side.

For question CL 1.3 you must provide information about the products making a LEAF Marque claim. You can either enter information of each claim manually or submit a spreadsheet (see Figure 3). If submitting a spreadsheet, you can select the appropriate columns to import from a pre-existing spreadsheet.



**Figure 3:** Data entry for products making a LEAF Marque claim

The information needed depends on the type of LEAF Marque Claim being made:

| LEAF Marque Logo                          | Notes / Examples   |
|---|--|
| Product Name                              | Most appropriate descriptor<br><i>E.g. raspberry punnet 400g, mixed leaf salad, rapeseed oil</i>   |
| SKU/PLU/Barcode/<br>Product Identifier    | For supply into retailers: SKU, PLU, or Barcode must be provided<br>For alternative points of sale: provide the most relevant product identifier for traceability, or description of how product traceability is achieved. |
| Retailer(s)/Food<br>Service/Point of Sale | If a retailer is being supplied, their name(s) must be provided. If the LEAF Marque logo is used at another point of sale (e.g. website), please state where.  |
| Supplier Code                             | Only relevant for businesses supplying into retailers (private label)  |

| Sustainability Claim            | Notes / Examples   |
|---------------------------------|--|
| Sustainability claim being made | State the sustainability claim being made<br><i>E.g. "This business promotes more sustainably farming through sourcing LEAF Marque certified products"</i> |
| Location of claim               | State where the claim is made<br><i>E.g. on packaging / on a website</i>   |
| Product name (if applicable)    | If the claim is made on packaging or against a product on a website, state the product name<br><i>E.g. branded carrot bags, cottage pies, milk</i>         |



## 4) Submit your Licence Application

You will not be able to submit the Licence Application until the business has provided the necessary information and agreed to the declarations. Any field marked \* is compulsory.

Red error messages will indicate where more information is needed (Figure 4). For some questions, you will need to tick the box to indicate the questions is complete.

! You must correct the problems indicated below. ! Remember to indicate that your answer is complete

Figure 4: C&L Licence Application error messages

On submission, the application will be reviewed. On approval you will receive an approval email which can be used as evidence of the C&L Licence (Figure 5). You can also review all approved C&L Licences from the myLEAF C&L page – select “view application”.

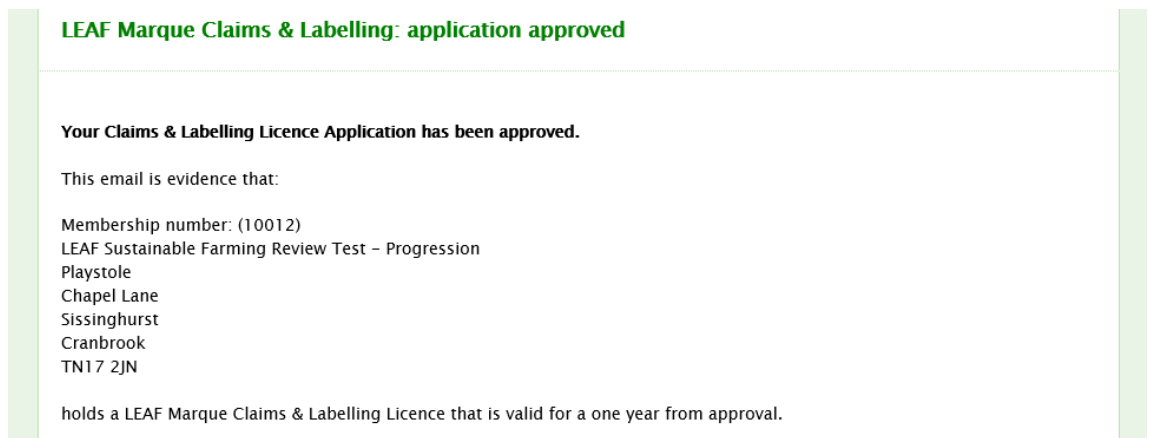


Figure 5: C&L Licence Application approval email

## 5) Renewal

A C&L Licence is granted for a period of a year. To renew the C&L Licence, another Licence Application must be submitted. Prior to the expiry of the C&L Licence, you will receive an email reminder.

If the C&L Licence is not renewed, the Licence will be revoked and the business can no longer make a LEAF Marque claim. For businesses that do not wish to renew their C&L Licence, they should contact LEAF (email: [info@leafmarque.com](mailto:info@leafmarque.com), phone: +44 (0)247 6413 911).

## 6) Amendment

If there are changes to products or additional products added after the C&L Licence is issued, a LEAF Marque claim cannot be used on that product until it is included within a C&L Licence. The business can either wait until they next renew their C&L Licence to add the product, or submit another Licence Application which includes the new or amended product.

The information provided in the Licence Agreement enables LEAF Marque to undertake Surveillance. This involves checks to ensure that Licence Holders:

- > comply with the LEAF Marque Claim Rules
- > products are included in the C&L Licence
- > products making a LEAF Marque claim have valid certification and effective traceability.

The C&L Surveillance strategy is two-fold, including both randomised database checks and ‘Secret Shopper’ monitoring. Licence Holders agree in the Licence Agreement to facilitate these checks and to provide information to LEAF Marque on request in an agreed timeframe. The information requested will be dependent on the nature of the claim, but can include evidence of: the LEAF Marque claim, traceback checks that demonstrate the product is LEAF Marque certified, and the implementation of a traceability and complaints system. Any business is subject to surveillance checks, which will be calculated on both a risk-based and random basis.

## Definitions

Throughout C&L and the Licence Application you may come across phrases you are unfamiliar with. Below are definitions for phrases used:

### **Buyers & Sellers LEAF Charity Membership**

Buyers and Sellers membership is for companies in the food sector such as wholesalers, distributors, packers, processors, restaurants and cafes who buy and sell LEAF Marque certified products.

### **Implemented Traceability System**

The checks in place on the traceability system within a business. For example, BRC (British Retail Consortium) Food Safety Audit to verify adherence to the BRC Global Standard for Food Safety. Global or alternative equivalents are accepted as long as they are appropriate to the operation of the business.

### **Operational process that underpins the robustness of the LEAF Marque claim**

Also known as Chain of Custody Models, e.g. Identify Preserved, Segregation, Mass Balance.

### **PLU Number**

Price Look-Up. A number code to identify products, typically in the fresh produce industry.

### **SKU Code**

Stock Keeping Units. This is the businesses code that identifies a product and enables traceability.

### **Surveillance**

The process in which LEAF Marque claims are checked to ensure compliance with the LEAF Marque Claim Rules, and that products making a LEAF Marque claim have valid certification.