Is a LEAF Marque claim being made?

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

• Use of the LEAF Marque logo at point of sale
• A sustainability claim directly referencing LEAF Marque

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Logo used on all products

- A C&L Licence is needed for all products

Logo used on some products

- A C&L Licence is needed for products making a LEAF Marque claim

Sustainability claim

- A C&L Licence is needed

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No Sustainability claim

Logo used on some products

- A C&L Licence is needed for products making a LEAF Marque claim

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A C&L Licence is not needed

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Are you a brand owner or primary supplier into retailers?

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 directly to consumers using the farm/business name (e.g. at farm gate, farm website) would also be a brand owner. Retailers are not classified as brand owners.

Primary Supplier: Also known as ‘first-tier suppliers’, this is the business supplying directly into the retailer. This includes producers that supply direct, wholesalers, packers and processors.

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Yes

- You are the relevant Licence Holder who needs a C&L Licence

No

- You are not the relevant Licence Holder and do not need a C&L Licence. Check that the relevant Licence Holder holds a C&L Licence.