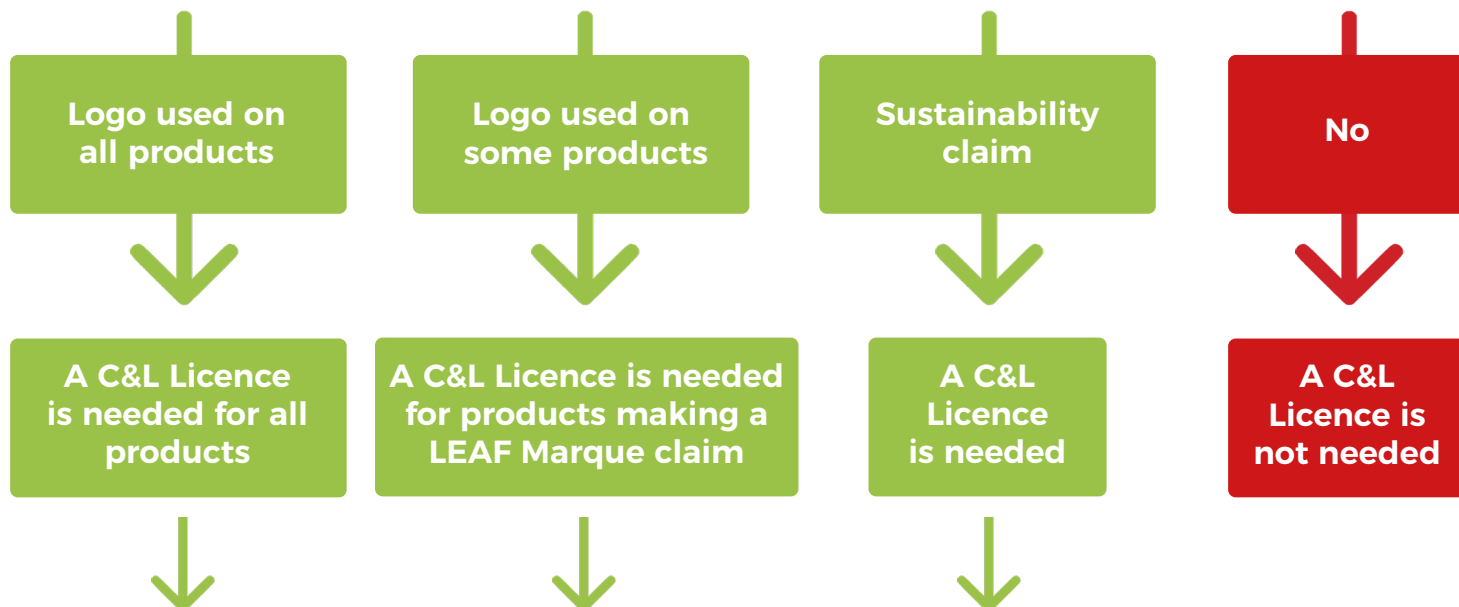


Is a LEAF Marque claim being made?



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



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.

