

LEAF Marque Claim Rules

As part of LEAF Marque Claims & Labelling



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Introduction



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Welcome to the LEAF Marque Claim Rules. This document provides an overview of the appropriate LEAF Marque claim(s) that can be made on product packaging, promotional material, and as part of sustainability statements.

A LEAF Marque claim can be either or both of the following:

- use of the LEAF Marque logo at point of sale (on pack AND/OR off pack, e.g. online shop).
- a sustainability claim directly referencing LEAF Marque certification that is used to set apart and promote a product, process, business or service.



Getting Started - Claims & Labelling Licence

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To make a LEAF Marque claim, a Claims & Labelling (C&L) Licence must be held.

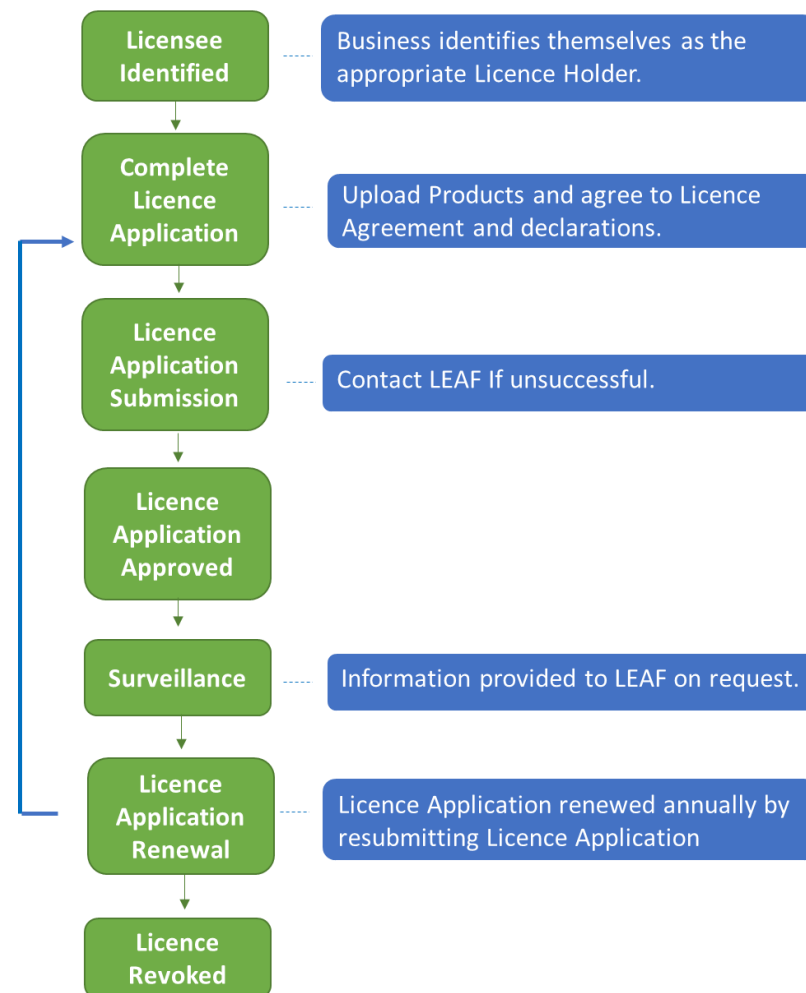
To obtain a C&L Licence, a Licence Application must be submitted via the website. Each Licence Holder must agree to comply with the Licence Agreement and the LEAF Marque Claim Rules.

A C&L Licence is granted to the relevant Licence Holder for a period of a year (it must be annually renewed). The C&L Licence includes the products submitted in the Licence Application.

For more information on obtaining a C&L Licence, or other aspects of C&L, please refer to the Claims & Labelling Guidance Document.



Claims & Labelling Process



LEAF Marque Logo - Format



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There are three elements to making a LEAF Marque claim:

- 1) LEAF Marque Logo
- 2) Supporting Statement
- 3) LEAF Marque Number (optional)



To demonstrate a product is LEAF Marque certified, the LEAF Marque logo must be used. A supporting statement must be made if the product contains less than 95% of LEAF Marque certified sources (see Supporting Statement – Product %). The use of the LEAF Marque Number is optional. We recommend using a combination, or all three, to add context and transparency to the sustainability credentials of your product.

We recommend that the LEAF Marque logo is in the same field of view as the supporting statement and/or LEAF Marque Number, on the same side of the packaging and ideally grouped together.

As stated in the Claims & Labelling Licence Agreement, any product using the LEAF Marque logo must be LEAF Marque certified.

The LEAF Marque logo is an assurance mark and registered trademark. It can only be used in association with products that are LEAF Marque certified



- 1) LEAF Marque Logo
- 2) Supporting Statement
- 3) LEAF Marque Number

Logo Use



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Logo Size

The logo should always be clearly displayed. It should be used as large as possible whilst remaining in proportion to the design. Where space is limited, 15mm is the minimum size for reproduction.



LEAF Website

If you wish to provide additional information to provide further clarity on what the LEAF Marque logo means and delivers, you may also choose to include the LEAF website below the logo:

www.leafuk.org



www.leafuk.org

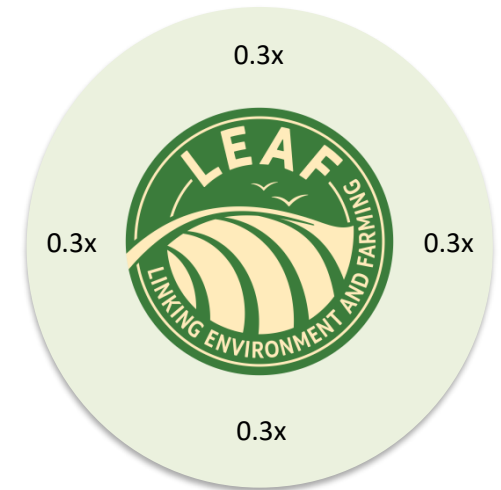
Minimum clear space

An exclusion zone is the area that surrounds the LEAF Marque logo to ensure it stands out. This space should be kept free from text, graphics and images.

The area of isolation ensures that headlines, text or other visual elements do not encroach on the LEAF Marque logo. The area is defined by using a third of the height of the logo which is referred to as x. A margin of clear space equivalent to 0.3x is drawn around the logo to create the invisible boundary of the area of isolation.

For example: logo height = 20 mm, area of isolation = 6 mm, around all of the logo
This area of exclusion is a minimum and should be increased wherever possible.

The topmost northern point of the LEAF Marque logo should be between the first E and N in 'Environment' when used correctly.



Logo Use



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Colour

LEAF uses the colour palette below to keep the brand collateral and identity

2273C PANTONE®	6C PANTONE®	7499U PANTONE®
CMYK 53, 0, 68, 54 RGB 56, 118, 38 #387626	CMYK 91, 79, 62, 97 RGB 0, 0, 0 #000000	CMYK 1, 2, 20, 0 RGB 250, 237, 188 #FAEDBC

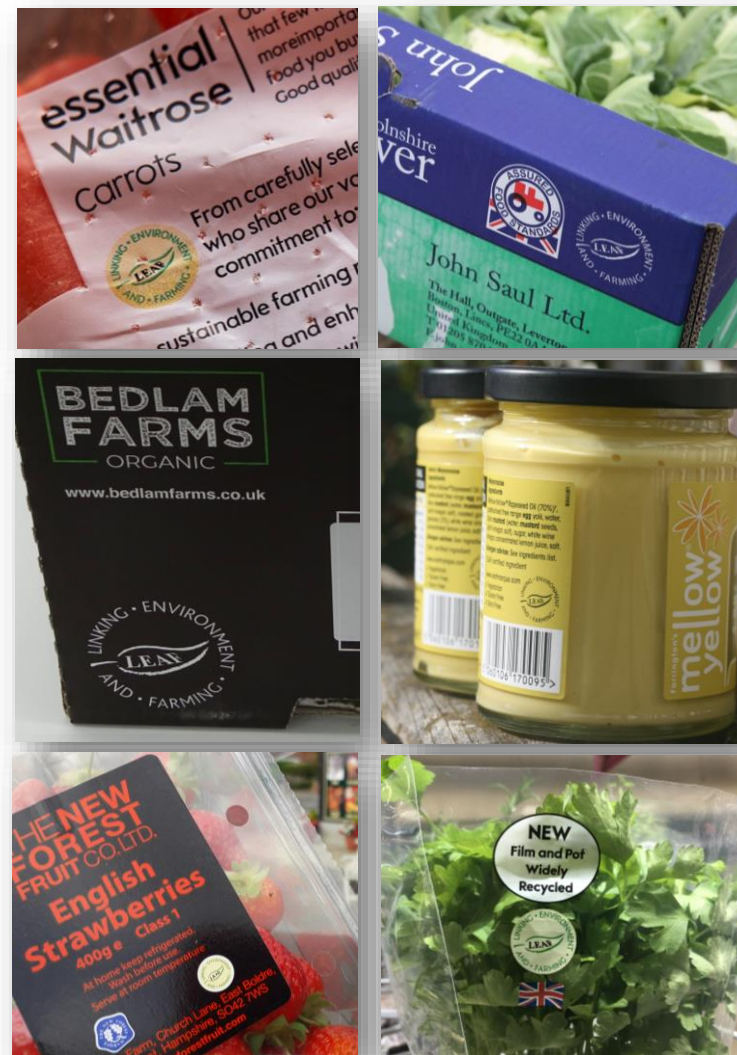
Alternative Colours

The above colour palette should always be used where possible. However, in instances where there are constraints from the number of colours that can be used on packaging or from branding rules, the LEAF Marque logo can be used in alternative colour scheme, as long as it is clearly legible.

In addition, when placed over a dark photograph, illustration or coloured background the colour of the logo may be white or coloured if this provides greater clarity. There must be a high contrast between logo and background.



Examples of Correct Use:



Supporting Statement – Product %

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Single ingredient products – e.g. bottle of oilseed rape, bag of carrots, pint of milk.

The percentage of LEAF Marque certified content used in a product determines how the LEAF Marque logo may be used. Businesses are encouraged to use 100% LEAF Marque certified content, whenever possible, in any LEAF Marque certified product. Only products that contain at least 95% LEAF Marque certified can use the LEAF Marque logo on product packaging without a supporting statement.

If between 50 – 95% of the product is from LEAF Marque certified sources, the LEAF Marque logo can only be used if it corresponds with a supporting statement which indicates clearly what percentage is LEAF Marque certified. For example, “this product contains x% from a LEAF Marque certified source”.

Mixed ingredient products – e.g. chopped vegetable mix, chicken pie, frozen onion rings.

All mixed source products should use the LEAF Marque logo in addition to a supporting statement which clearly states which products are LEAF Marque certified. Therefore, the LEAF Marque Logo can be used in addition to a supporting statement on products that have 50 - 100% LEAF Marque certified sources.

The LEAF Marque logo must not be used in a misleading way, and when used on mixed ingredients products, the LEAF Marque certified product should be the main ingredient (i.e. if the LEAF Marque logo was used on a meat pie, all the meat should be LEAF Marque certified) and the supporting statement should be clear on which ingredients are LEAF marque certified.



Supporting Statement - Traceability



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At the time of application and throughout the period in which the C&L Licence is held, Licence Holders must have an operational process that underpins the robustness of the LEAF Marque claim being made. However, the type of operational process determines the appropriate supporting statement that can be made.

Operational Process	Definition	Supporting Statement – Accepted	Supporting Statement – Not Accepted
Identify Preserved (IP)	LEAF Marque certified product(s) are kept separate from others; the product can be traced back to source.	... comes from a LEAF Marque certified business ... is from a LEAF Marque certified business ... contains LEAF Marque certified...	A claim appropriate to businesses with segregation or mass balance
Segregation (SG)	LEAF Marque certified product(s) are sourced from certified sources and kept separate from non-certified product(s). It may not be possible to identify the exact LEAF Marque certified source of a product.	... comes from a LEAF Marque certified source ... is from a LEAF Marque certified source ... contains LEAF Marque certified...	A claim which implies knowledge of which certified source (e.g. farm business).
Mass Balance (MB)	LEAF Marque certified and non-certified products are mixed (at any stage in production process) but the percentages are known and quantities controlled	... supports the production of LEAF Marque certified products ... contributes to the production of LEAF Marque certified products ... on average x% of content sourced for this product over the last year came from LEAF Marque certified sources	A claim that states the product comes from a certified source, or contains all LEAF Marque certified products.

LEAF Marque Number



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For businesses who want to provide additional traceability information on pack, the LEAF Marque Number can be included alongside the LEAF Marque logo and supporting statement (if applicable). The LEAF Marque Number is a unique identifier assigned to each LEAF Marque certified business. The LEAF Marque Number should only be included for businesses with Identify Preserved operational processes, as this is the only system that can make claims specific to the origin of the product.

For data protection and confidentiality, LEAF Marque does not make information regarding LEAF Marque certified businesses publicly available. However, the LEAF Marque number is used by retailers, wholesalers/sourcing businesses to check certification status, or by members of LEAF the Charity to search for LEAF Marque certified businesses and their products.

How to display the LEAF Marque Number

Here are examples of how the LEAF Marque logo can be displayed with the LEAF Marque supporting claim, LEAF Marque logo and web address www.leafuk.org.



LEAF Marque No: XXXXXX
www.leafuk.org



CLAIM TEXT
HERE

LEAF Marque
No: XXXXXX



CLAIM TEXT
HERE

XXXXXX



CLAIM TEXT
HERE

XXXXXX
www.leafuk.org



LEAF Marque No: XXXXXX



XXXXXX

Logo Use - Off Packaging

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If the LEAF Marque logo is not used on pack but is displayed at Point of Sale, a C&L must be held.

The same rules apply for use of the logo on packaging. In summary, products must:

- Be LEAF Marque certified.
- Have a valid Claims & Labelling License (if at point of sale).
- Determine whether a supporting statement is optional or required (see Figure 1)
- If necessary, develop a supporting statement appropriate to the business' traceability operations and the % of sourced LEAF Marque certified products

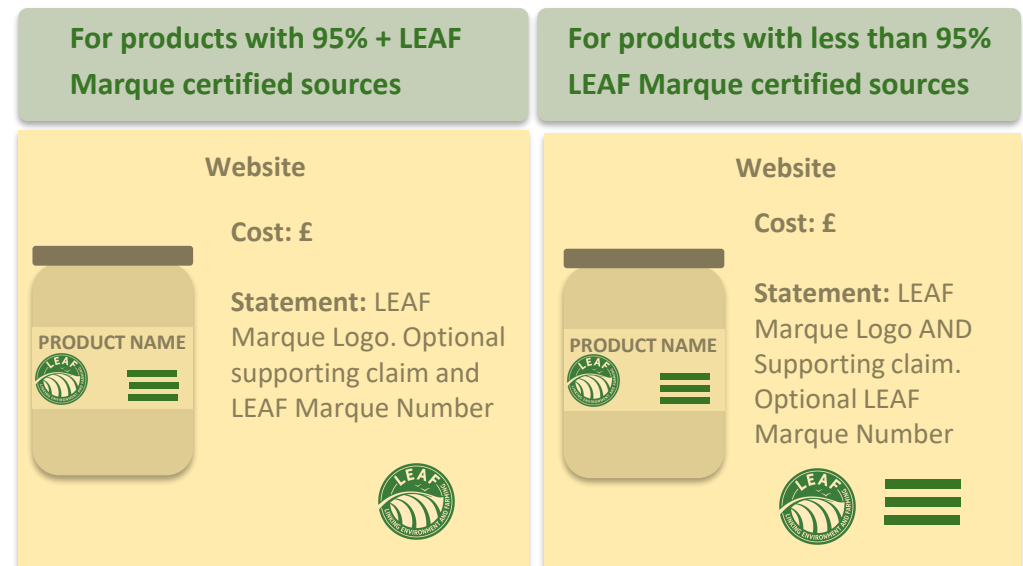
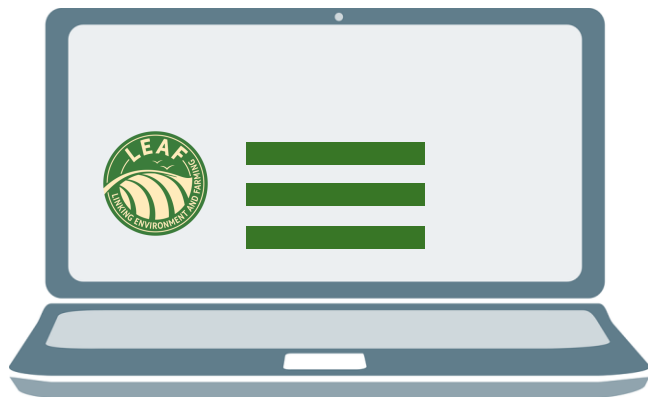


Figure 1: Scenarios in a which a supporting statement is optional or compulsory.

General References to Products / Business Certified Status



In order to use the LEAF Marque logo or reference to LEAF Marque at the point of sale of a product (i.e. labelling, retail signage), that product must be included on a producer’s LEAF Marque certificate. Depending on scope the producer’s baseline certification as detailed in LEAF Marque Standard control point 1.2, not all their products may be LEAF Marque certified.

In cases where:

- not all a producer’s products are LEAF Marque certified, and/or
- there is use of the logo/references to LEAF Marque other than at the point of sale,

There must be no misleading use of the logo or claims regarding certified status.

For example, a farm producing apples, barley and sheep where only the apples are certified to an approved baseline system.

Example of claim	Permitted?	Rationale	Comments
Our apples are LEAF Marque certified / use of LEAF Marque logo on labelling of apples	✓	The apples meet LEAF Marque Standard control point 1.2 and can marketed using the certified status claim / logo use at point of sale	
Our farm is inspected to LEAF Marque standards	✓	The LEAF Marque Standard applies to the whole farm, no claim is being made regarding a specific product’s certified status.	
Our products are LEAF Marque certified	✗	Not all the producer’s products meet control 1.2, this certified status claim does not differentiate between products	
Our farm is LEAF Marque certified	✗	Although the whole farm is inspected, only those products with a baseline certification are LEAF Marque certified	
Our lamb is LEAF Marque certified / use of LEAF Marque logo on labelling	✗	The sheep are not certified to an approved baseline standard and do not meet control point 1.2	
Use of LEAF Marque logo on farm boards, signage	✓	The LEAF Marque Standard applies to the whole farm, no claim is being made regarding a specific product’s certified status.	Provided the boards/signage are not used at the point of sale of specific products
Use of LEAF Marque logo on website, email signatures/letters	✓	The LEAF Marque Standard applies to the whole farm, no claim is being made regarding a specific product’s certified status.	Where LEAF Marque and non-LEAF Marque certified products are sold, distinction between certified and non-certified status must be made at the point of sale.

Sustainability Claim



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In addition to the using LEAF Marque logo, a LEAF Marque claim includes any sustainability claim that directly references LEAF Marque and is used to set apart and promote a product, process, business or service. For example, a business who makes a claim on packaging (or website) that they support more sustainable farming by sourcing from LEAF Marque certified producers and.

Whilst the LEAF Marque logo is not being used, any sustainability claim directly referencing LEAF Marque certification must be accurate and representative. This will be dependent on the assurance model, traceability information and performance level:

Assurance Model

The assurance model of LEAF Marque is that it is third-party certified. This means the LEAF Marque audits are carried out by a party that is independent of and not related to the enterprise being assessed.

The correct phrases to use are:

- “certified”
- “independently certified”
- “certified against the LEAF Marque Standard by a third-party certifier”.

Traceability Information

For any sustainability claim it is important to ensure the claim is accurate of what is delivered. The rules outlined in the ‘Supporting Statements’ section should always be adhered to.

Performance Level

It is important to not use the term “sustainable” inappropriately and out of context. LEAF Marque certification has a continuous improvement approach in which “sustainability” is not an absolute end point. Definitive phrases such as “this product is sustainable” should be avoided. The following phrases are correct communication on the performance level:

- “LEAF Marque certified farmers implement Integrated Farm Management, a whole-farm approach which delivers more sustainable farming.”
- “This product’s sustainability credentials are supported by LEAF Marque certification”.
- “This product has been independently certified in delivering more sustainable farming”
- “By purchasing LEAF Marque certified products, our company supports more sustainable farming. To find out more, visit www.leafuk.org”
- “This product comes from LEAF Marque certified sources, which shows that this product has been produced more sustainably.”



If you are ever unsure of the appropriate sustainability claim, please contact either info@leafmarque.com

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Registered Charity Number: 1045781

LEAF is a company limited by guarantee, registered
in England number: 3035047

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