



National organic logo

What is the national organic logo?


The national organic logo is a mark that can be added to products or packaging to show that the product meets Aotearoa's organic requirements.

The design of the national logo, alongside any specifications on use, will be set in a notice.

What are the benefits of a national organic logo?

-  Creates an easily recognisable and iconic image for consumers to remember.
-  Increases trust and confidence in organic products for consumers.
-  Show that a business meets the national organic standard.
-  Creates certainty to invest and an even playing-field for businesses.
-  Reinforces the Aotearoa organics sector as a trusted brand for domestic and international consumers.
-  Facilitates and maintains international trade.

Getting approved

-  1. Have an OMP.
-  2. Get a pre-approval check from a recognised entity.
-  3. Apply for approval from MPI.
-  4. Receive ongoing verification.

Who can use the national logo?

All businesses who are approved by MPI to produce, process and sell organic products can use the national organic logo. Approved businesses includes those operators who are members of group schemes.

Products made up of multiple ingredients will need to meet the composition requirements in the national organic standard in order to use the organic logo.

Exporters can use the logo on their products, so long as they are approved as organic operators by MPI and trading requirements allow. This includes exporters who produce to an overseas organic standard, to meet market access requirements.

Very small businesses who are exempt from approval but can still sell their products as organic cannot use the logo.

What are the national logo requirements?

There will be requirements about the use of the national organic mark, in order to protect the mark from misuse and fraud.

The requirements will be set in a notice and may include:

- colour and size specifications
- placement specifications
- storage and destruction specifications
- where the logo can be applied or printed.

Can private logos be used alongside the national logo?

Some businesses currently use private organic logos on their packaging, particularly the logos of the third party agency who has certified them and whose standard they currently meet.

These logos can be used under the new system, alongside the national organic logo. Businesses can also choose to be certified to a private standard on top of meeting the national organic standard.

Case study: approved producer/processor

