

### 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.

Show that a business meets

Reinforces the Aotearoa organics sector as a trusted

the national organic standard.



o p

Increases trust and confidence in organic products for consumers.



Creates certainty to invest and an even playing-field for businesses.



Facilitates and maintains international trade.

# brand for domestic and international consumers.

## 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.

### **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.

### Case study: approved producer/processor



#### Meet Lynne:

Organic winemaker.

 Approved by MPI as an organic operator.



Lynne produces organic pinot noir to the requirements of the national organic standard.

Lynne would like to use the national organic logo on the wine packaging that she sells both domestically and internationally.



Lynne checks the national logo requirements and trade requirements on the MPI website. The requirements state that organic producers, including exporters, can use the national organic logo on their products if they have been approved by MPI.



Lynne also checks the logo specifications, checking how to print and place the logo on her packaging.

When producing her packaging, Lynne ensures she is meeting the logo requirements.



Lynne's wine packaging features the word 'organic' and the national organic logo.