

Origin Green Sustainability & Quality Assurance Scheme

Logo Use Policy



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1. Introduction

Bord Bia operates a series of primary production and processing Standards for the food industry. Each Standard operates under the Bord Bia Origin Green Sustainability & Quality Assurance Scheme, referred to as 'the Scheme' throughout this document.

The primary production Standards include the Beef and Lamb Standard (SBLAS), Dairy Standard (SDAS), Poultry Products Standard (SPPAS), Egg Standard (SEAS), Pig Standard (SPAS) and Horticulture Standards (SHAS).

The processing Standards include the Food Processor Standard (FPS), Grass Fed Beef Standard, Grass Fed Dairy Standard, Associate Member Standard, Feed Manufacture and Supplier Standard (FMSS) and Retail Butcher Standard (RBAS).

These Standards are built on best practices in farming and processing, current legislation, relevant industry guidelines, and international standards. Each Standard within the Scheme is included under Bord Bia's ISO 17065:2012 accreditation. Further information on the scope of each of the Standards currently in operation for primary production and processing can be seen in the Scheme Rules and Bord Bia webpage¹.

This document outlines the conditions for using the Bord Bia Quality Assurance (QA) and Grass Fed Logos (the "Logos" or "QA Logos"). These conditions extend to any statement of certification status made by the Member (e.g., on any product, promotional materials, business-to-business activities, etc.).

Certified members who wish to use any QA Logo shall apply online via <https://qas.bordbia.ie/logoapproval/>. This process is outlined further in Section 3.1.

Note: Where a Member loses the right to use the Logo, they must immediately remove it from all packaging or within a timeframe agreed with Bord Bia.

¹ See <https://www.bordbia.ie/farmers-growers/get-involved/become-quality-assured/>

2. Bord Bia Logos

2.1 General requirements for use

The Logos have been developed to promote products produced and processed by certified Members of the Scheme. The Logo may only be applied to eligible products meeting the conditions set out in this Policy (e.g., for meat to be eligible to carry the Logo, the farmer, the abattoir, and the processing plant must all be certified members of the relevant Producer and Processor Standards). Use of the Logo is not an obligatory part of Membership.

The central principle is that the Bord Bia Logo must be used in compliance with the conditions set out in this document, and its use must be clear, unambiguous and must not mislead the consumer.

For horticultural produce, the grower must be certified to the Sustainable Horticulture Assurance Standard (SHAS), the packer must be certified to either SHAS or the Food Processor Standard (FPS), and processors of prepared fruit and vegetables must be certified to FPS.

Retailers and food service providers using the Logo(s) for promotion and marketing purposes must do so in compliance with the conditions set out in this document.

The definition of "meat" is as per EU Directive 1169/2011/EU, and the maximum fat & connective tissue content designated by the term "meat" is as follows:

Species	Maximum Fat %	Maximum Connective Tissue %
Cattle & Sheep	25 %	25 %
Pigs	30 %	25 %
Poultry	15 %	10 %
Additional fat or connective tissue (other than that included in "meat") cannot be included in products carrying the Bord Bia QA Logos.		
Mechanically separated meat (MSM) or mechanically recovered meat (MRM) is not defined as "meat", and it is therefore excluded from products carrying the Logos.		

Table 1: Maximum fat & connective tissue

Bord Bia reserves the right to request that the applicant provides an analysis of composition from an accredited laboratory for any product seeking approval for or bearing the Logo. Bord Bia also reserves the right to conduct laboratory analysis on products seeking approval for or bearing Logos. Where the analysis results show parameter breaches, the Member may be subjected to sanctions, including possible product recall and loss of certification.

For use of the Bord Bia QA Logos to promote loose meat products, see Retail Butcher Assurance Standard in Section 3.6 below.

For pigmeat, high-risk parts (such as liver, lungs, viscera, and heads) harvested from animals sourced on farms with 70% or greater Salmonella prevalence are excluded from any claim of certification.

Canned meat products are not permitted to carry the Logos.

2.2 Legal Requirements

This Policy only sets out the conditions under which the Bord Bia QA Logo may be used. Approval from Bord Bia to use the Logo does not imply that the proposed label complies with legal requirements. The applicant is responsible for ensuring that all national and EU regulations are complied with regarding declarations, content, labelling, etc. See **Section 5** of this Logo Use Policy for further conditions.

2.3 The different Bord Bia Logos

There are various Logos available (current versions) illustrated in Appendix 1 and described below. For Logos printed using printing plates, a reduced colour version of all is available from Bord Bia upon request.

2.3.1 Logo 1 - Origin Ireland Logo



Logo 1
Origin Ireland

To be used as follows:

For certified meat² to carry Logo 1, the animal must have been born³, reared and slaughtered in the Republic of Ireland (ROI), and the resultant meat must be processed and packed in a Bord Bia-certified processing plant in Ireland or another member state within the EU. Logo 1 may not be used on value-added meat products⁴ processed outside the Republic of Ireland (ROI).

Where the processing and packing elements of a certified meat product occur outside the Republic of Ireland, Logo 1 may be used when the preparation/packing location (country or town, as per Bord Bia's discretion) is included in a legible font size next to the factory stamp.

For example: Beef diced and packed in Enniskillen, Northern Ireland, from certified animals born, reared, and slaughtered in the Republic of Ireland may carry the Origin Ireland Logo where the label states, "Prepared in Northern Ireland" or "Prepared in Enniskillen, Co. Fermanagh" at Bord Bia's discretion.

Logo 1 may be used on produce grown by a certified Member in the ROI and processed and packed in a Bord Bia certified packing facility for fruit and vegetables. Where processing (i.e., washing, top & tailing, etc.) or packing takes place in a Bord Bia certified packhouse outside the ROI, the packing location (town or country, as per Bord Bia's discretion) must be clearly stated.

Logo 1 can be used on eggs produced on a Bord Bia certified farm in the ROI and graded and packed in a Bord Bia certified packing facility. For certified eggs that are graded and packed outside the ROI Ireland, the label must clearly state the location of the packing plant (town or country, as per Bord Bia's discretion).

For Ornamental Plants to carry Logo 1, the plants must have spent a significant period in a Bord Bia SHAS Certified nursery, during which the expertise of the nursery has added substantial value. See Appendix 2 for further conditions on the use of the Origin Ireland Logo on ornamental plants.

Logo 1 cannot be used on vans or any other transport vehicles⁵.

² Meeting the requirements Appendix 2 of the Food Processor Standard.

³ Born: in the case of poultry, means hatched and sourced per the criteria of the relevant Bord Bia Standard.

⁴ Value-added meat refers to meat products that have either undergone at least one cooking preparation step or have been processed in ways such as curing or smoking. Bord Bia reserves the right to classify specific meat products as value-added on a case by case basis.

⁵ The only logo permitted on transport vehicles is the relevant "Certified Member Logo"

2.3.2 Logo 2 - Grass Fed Verified Logo



Grass Fed Verified Logo (DAIRY PRODUCTS)

To be used as follows (for DAIRY products):

Dairy products eligible for this Logo must be processed using milk collected from farms meeting the Grass Fed criteria (defined within the Bord Bia Grass Fed Dairy Standard) in a plant certified with a relevant scope in the Bord Bia Food Processor Standard. This Grass Fed Logo is intended for international markets where pasture-based systems are a unique selling point.

Note: Consumer products carrying the Bord Bia Grass Fed verified Logo placed on the market in the United States must use the 'URL Version' Logo as per the graphic above.

Each processor that handles the product from intake to market-ready shall be a certified member.

Only Dairy Products listed on the scope of certification for the processing plant are eligible to be marketed as Bord Bia Grass Fed. The current list of product scopes is available on request by contacting the Bord Bia Sustainability & Quality Assurance Division.

Dairy products that can carry the Grass Fed logo are categorised as Simple or Complex (see definitions below). Some additional requirements for these categories are outlined below. Please refer to the Bord Bia Grass fed Dairy Standard for further information.

Additional requirements for 'Simple' Dairy Products:

(i.e. dairy products constituted only of dairy ingredients and processing aids, starters, and cultures, e.g., butter, cream, whole milk powder, lactose, and non-flavoured cheeses)

- 100% of the dairy ingredients must be Bord Bia Grass Fed verified,
- The total content of non-dairy processing aids, starters, and cultures does not exceed a tolerance of 3% of the final product by weight.
- Fresh liquid milk is excluded from being marketed as a Bord Bia Grass Fed product (apart from business-to-business transfer of Grass Fed verified liquid milk for further processing, where relevant)

Additional requirements for Complex Dairy Products:

(i.e. Dairy products which include a significant portion (up to 10%) of non-dairy ingredients, e.g., adult nutritional powders)

- Products must contain greater than or equal to 90% dairy ingredients.
- 100% of the dairy ingredients must be Bord Bia Grass Fed verified,
- The total content of non-dairy ingredients, such as dairy processing aids, starters and cultures, vitamins, minerals, flavours, preservatives, etc., must be less than or equal to 10% of the final product by weight.

Grass Fed Verified Logo (BEEF PRODUCTS)

To be used as follows (for BEEF products):

Beef products eligible for this Logo must be processed from animals meeting the Grass Fed requirements in a plant(s) certified to the relevant scope within the Bord Bia Food Processor Standard. This Grass Fed Logo is intended for international markets where pasture-based systems are a unique selling point.

Note: Consumer products carrying the Bord Bia Grass Fed verified Logo placed on the market in the United States must use the 'URL Version' Logo as per the graphic above.

Additional eligibility requirements for Beef Products:

The Grass Fed Logo for beef can only be used on verified products when it complies with the specifications as outlined below:

- 100% of the beef ingredient must be Bord Bia Grass Fed verified,
- There are no other meat ingredients included in the product,
- For burgers or comminuted beef products, the minimum beef content must be greater than or equal to 80%,
- For beef products containing additional ingredients, the minimum beef content must be greater than or equal to 50% (e.g., prepared cottage pie).

2.3.3 Logo 3 - Origin Northern Ireland (NI) Logo



Logo 3
Origin Northern Ireland (NI)

To be used as follows:

For certified meat⁶ to carry Logo 3, the animal must have been born⁷, reared, and slaughtered in Northern Ireland, and the resultant meat must be processed and packed in a Bord Bia certified processing plant in Northern Ireland or another member state within the EU. Logo 3 may not be used on value-added meat products⁸ processed outside Northern Ireland.

Where the processing and packing elements of a certified meat product occur outside Northern Ireland, the preparation/packing location (country or town, as per Bord Bia's discretion) is included in a legible font size next to the factory stamp.

For example: Beef diced and packed in Drogheda, Co Louth, Ireland, from certified animals born, reared, and slaughtered in Northern Ireland may carry the Origin Northern Ireland Logo where the label states "Prepared in the Republic of Ireland" or "Prepared in Drogheda, Co. Louth "at Bord Bia's discretion).

For fruit and vegetables, Logo 3 may be used on produce grown by a certified Member in Northern Ireland and processed and packed in a Bord Bia certified packing facility. Where minimal processing (i.e., washing, top & tailing, etc.) or packing takes place in a Bord Bia-certified packhouse outside Northern Ireland, the packing location (town or country, as per Bord Bia's discretion) must be clearly stated.

Logo 3 can be used on eggs produced on Bord Bia certified farms in Northern Ireland and graded and packed in a Bord Bia certified packing facility. For certified eggs that are graded and packed outside Northern Ireland, the label must clearly state the location of the packing plant (town or country, as per Bord Bia's discretion).

For ornamental plants, this means that the plant has spent a significant period in a SHAS Certified nursery in Northern Ireland, during which the expertise of the nursery has added substantial value to it. See Appendix 2 for full details of qualifying plants.

Logo 3 cannot be used on vans or any other transport vehicles.⁹

⁶ Meeting the requirements Appendix 2 of the Food Processor Standard.

⁷ Born: in the case of poultry means laid and hatched.

⁸ Value-added meat refers to meat products that have either undergone at least one cooking preparation step or have been processed in ways such as curing or smoking. The Certification Committee reserves the right to define which products qualify as value-added meat.

⁹ The only logo permitted on transport vehicles is the relevant "Certified Member Logo"

2.3.4 Logo 4 - "Produced & Processed in Ireland & Other Member State" Logo



*Logo 4: (Example)
Produced & processed in
Ireland & Northern Ireland*

Logo 4 is to be used for meat products as follows:

Where the following activities are split between Bord Bia certified farms and meat processing plants in the Republic of Ireland, Northern Ireland or another Member State:

- a) Born
- b) Reared
- c) Slaughtered
- d) Added value processing

For example, an animal may be born and reared in the Republic of Ireland, then slaughtered and processed in another Member State or Northern Ireland (e.g., a certified processing plant in Northern Ireland).

To be used for eggs as follows:

- Eggs that are produced and graded in Bord Bia certified farms in the ROI and packed in a Bord Bia certified packing facility in Northern Ireland or another Member State,
- Eggs that are produced in Bord Bia certified farms in another Member State and graded and packed in a Bord Bia certified packhouse in the ROI.

For any questions regarding the activities covered by this Logo Use Policy or for clarification on relevant Standards, please contact the Logo Manager at 01 614 2234 or email quality.assurance@bordbia.ie.

Logo 4 cannot be used on vans or any other transport vehicles.¹⁰

¹⁰ The only logo permitted on transport vehicles is the relevant "Certified Member Logo"

2.3.5 Logo 5 - "Reared & Processed in Ireland" Logo



Logo 5
*Reared & Processed
in Ireland*

To be used for poultry products as follows:

Where the Bord Bia certification starts with the placement of birds on a certified poultry unit and encompasses the rearing, slaughter, and processing of birds.

This applies even if eggs or day-old birds originate outside the ROI or from non-Bord Bia certified farms or hatcheries, provided Bord Bia has pre-approved a derogation in line with the relevant Bord Bia standard.

For any questions regarding the activities covered by this Logo Use Policy or for clarification on relevant Standards, please contact the Logo Manager at 01 614 2234 or email quality.assurance@bordbia.ie.

Logo 5 cannot be used on vans or any other transport vehicles.¹¹

¹¹ The only logo permitted on transport vehicles is the relevant "Certified Member Logo"

2.3.6 Products with more than one ingredient



To be used on Products with more than one ingredient as follows:

Logos 1, 3, 4, and 5 can be used on prepared or mixed products that have additional ingredients, such as a tray of mixed QA vegetables with garlic butter or a pack of assorted QA meats with a BBQ sauce, where the combined **weight of the Bord Bia certified portion is at least 90%, and the non-QA ingredients are less than 10% of the total weight**. These logos can only be used where the non-QA portion are ingredients¹² for which there is no Bord Bia certification, including sauces, breadcrumbs, black puddings, etc.

For specific rules relating to burgers/comminuted meat, sausages, and cured pig meat products, please see Sections 2.3.7, 2.3.8, and 2.3.9, respectively.

2.3.7 Burgers and other minced/comminuted meat products

Only eligible meat, as defined in the EU Directive 1169/2011/EU, from Bord Bia members can be used to make burgers that carry the Bord Bia Logo, and no added meat fats or added connective tissue is permitted.

Where the meat content of a burger is:

- 95% or greater, Logos 1, 3, 4 & 5 may be used.
- Between 80% and 94%, only Logos 6 to 9 can be used.
- Less than 80% no Logo can be used.

2.3.8 Sausages

Only Logos 1, 3 & 4 can be used on sausages only where the following specifications are met:

- Sausages must be from Bord Bia Quality Assured product.
- Meat content must be 70% or more.
- The maximum fat in the final product is no more than 24% by analysis.
- The maximum added water is no more than 15% by analysis.
- The maximum added salt is no more than 1.9 grams per 100 grams of finished product.

Where the above specifications are not met, no Logo can be used. Logos 5 to 9 cannot be used on sausages regardless of their meat content.

¹² Bord Bia reserves the right to reject any application where, in the opinion of Bord Bia, the non QA ingredient does not align with Bord Bia's principles or strategy (see Section 3.1)

2.3.9 Cured Pigmeat Products



To be used on cured pigmeat products as follows:

Table 1 below details the maximum amount of added water and salt permitted under the Pigmeat Standard.

Logos 1, 3 and 4 can be used on these products where these limits are observed.

Where these limits are not complied with, no Logo can be used.

In the case of products not listed in Table 1, the thresholds will be assessed by Bord Bia on a case-by-case basis.

Cured Product	Maximum Added Water %	Maximum Salt (as NaCl) %	Meat Content %
Wiltshire Bacon	10%	4%	86.00%
Gammon Steaks		2.75%	87.25%
Gammon Joints		3.35%	86.65%
Bacon Joints (Back & Streaky)			
Fore-end Joints (Collar, Shoulder, Breast)			
Rashers (Back & Streaky)		2.53%	87.47%
Cooked Hams			

Table 2: Maximum amount of added water and salt permitted for pigmeat.

Logos 1, 3 and 4 should be placed on the front of the pack. For further details, see Section 4 Logo specification guidelines below.

2.3.10 Meat Content Only Logos 6, 7, 8 & 9

Logos 6, 7, 8 and 9 are for use on packs where the total weight of Bord Bia QA ingredients is less than 90%, and the meat content (see notes below) from Bord Bia QA products is less than 90% of the total content by weight.



The conditions for the application of Logos 6 – 9 are as follows:

- Where the product's meat content is **between 50% and 90%** of the total weight content, Logos 6 - 9, incorporating the strapline "Meat Content Only" may be used. Where used, these should be positioned **on the front of the packaging**.
- When the percentage of meat content is **less than 50%** of the total product weight, then the "Meat Content Only" Logo may be used and, where used, must be placed on the **back of the pack** beside the ingredients list for the product. This will generally apply to meat products that have undergone a more substantial value-added process and may contain more than one meat type. All meat types used in such products must be produced under the relevant Standard.
- To use logos 6-8 on a product, all the ingredients for which a Bord Bia Standard exists must be sourced from producers who are certified members of the Scheme.

Logos 6 to 8 may be used on cured pigmeat products where the above conditions are met, provided the cured pigmeat component of the product meets the required specification under 2.3.9.

2.3.11 Logo 10 Certified Member



Logo 10
Certified Member

This Logo may be used by producers, growers, packers and processors who are approved members of an applicable Bord Bia Standard. It can be used on letterheads, invoices, business cards, etc. and delivery vehicles but not on vehicles used in direct sales to the public (i.e., roadside sales). It can also be used on product labels by members of the Feed Quality Assurance Standard (see Section 3.4).

Use of the Certified Member Logo for any purpose must be approved in advance. See Section 3.1 for further information.

2.3.12 Logo 11 Grass Fed Certified Member Only



Logo 11
Grass Fed Certified Member

The Grass Fed Certified Member Logo may be used by processors certified under the Bord Bia Grass Fed Standards (Beef or Dairy).

For those certified processors, this Logo can be used on letterheads, invoices, business cards, promotional materials, delivery vehicles etc.

Use of the Grass Fed Certified Member Logo for any purpose must be approved in advance. See Section 3.1 for further information.

3. Approval and Use of Bord Bia QA Logos

3.1 Approval Process

The use of the Logos must, at all times, comply with the conditions set out in this document. Prior written or online approval from the Bord Bia Quality Assurance Manager or their nominee is required before using the logos on products, vehicles, stationery, advertising, marketing, websites, etc.

Bord Bia always reserves the right to reject any application where, in the opinion of Bord Bia, the product does not align with Bord Bia's principles or strategy.

To seek approval for Logo use, the applicant must provide all materials with the dimensions of both the label and the Logo clearly indicated. Failure to comply will result in application rejection. Please adhere to the size guidelines specified in Section 4 below.

All proposed uses of Logos on Product must be submitted in draft form for approval via <https://qas.bordbia.ie/logoapproval>, which opens the application form.

The Logo must be incorporated in the product label. A sticker containing only the Logo **cannot** be used. Where the Logo is to be incorporated into the film or bag, the label must also incorporate the Logo.

3.2 On Product

The Logo must be placed on the label where it is visible in its entirety to the consumer.

Printing the Logo directly onto pulp packaging is not permitted for egg products.

The size, dimensions, and colours of the Logo must meet the specifications as laid down in Section 4 of this document.

3.3 Sustainable Horticulture Assurance Standard (SHAS)

All SHAS members who wish to use the Logo on the produce must include the Bord Bia Producer Number (e.g. PN1234) of the growers supplying the product in the logo use application, and this must be maintained up to date. The Member who packs the final product must ensure their Bord Bia number or company name is printed on the final pack.

Potato growers must ensure that their Registration Numbers from the Department of Agriculture, Food and the Marine or equivalent are printed on all packaging carrying the Logo.

3.4 Feed Manufacture and Supplier Standard (FMSS)

Full members¹³ of the FMSS can apply to use Logo 10 on animal feed product labels/bags containing animal feed. Where used, the product label must include:

- i. the approval/registration number (from DAFM or equivalent) of the manufacturer (for compound feed),
- ii. the approval/registration number of the Member responsible for the labelling, where different (for compound feed and feed materials),
- iii. the Bord Bia FMSS membership number of the Member responsible for the labelling.

Please refer to the Feed Manufacture & Feed Supplier Standard for further information.

¹³ i.e. excluding those that have demonstrated conformance through membership of an equivalent scheme

3.5 Bord Bia Grass Fed Standards

Bord Bia Grass Fed (Beef or Dairy) certified Members can apply to use Logo 2 and Logo 11.

3.6 Retail Butcher Assurance Standard

To become a certified Retail Butcher Assurance Standard member, all meat for sale must be Bord Bia Quality Assured. Certified members may apply for approval to use the Logos for promotional purposes. The use of the Logos will be permitted on the following:

- a) The certificate of Membership issued by Bord Bia which must be displayed in the retail premises,
- b) In-store promotional material.

The Logos used on promotional material must accurately reflect the origin of the product. For example, a member, where all Bord Bia QA meat except chicken derives from ROI and the Bord Bia QA chicken derives from NI, must reflect both Logos in its promotional material.

Logos 1 to 9 cannot be used on loose meat products, i.e., the products carrying the Bord Bia QA Logo(s) must be pre-packed and pre-labelled.

3.7 Use of Certified Member Logo for Promotional Materials

Scheme Members and Grass Fed Members are permitted to use their respective Certified Member Logos (Logo 10 for Scheme Members and Logo 11 for Grass Fed Members) on websites, stationery, catalogues, brochures, social media platforms, invoices, headed paper, business cards, and delivery vehicles.

Use of the Certified Member Logo for any purpose must be approved in advance.

See Section 3.1 for further information.

3.8 Claims

All product claims used in association with the Bord Bia Logo on pack must meet the legal conditions as stated in Regulation (EU) No. 1169/2011.

The use of any Bord Bia Logo, statement of certification status, or claim indicating certification to a Bord Bia Standard (e.g., "Bord Bia Quality Approved", "All of our meat is Bord Bia Quality Assured", etc.) must adhere to the following conditions:

- i. Cannot be used in conjunction with a competing claim where a Bord Bia Standard exists (e.g., Grass Fed)
- ii. Cannot be misleading to consumers

Bord Bia may periodically request copies of labels and promotional materials from Members for verification purposes.

Bord Bia reserves the right to pursue legal action where the Logo or a certification statement is used falsely or is used by a non-Member.

3.9 Use of Logos by retailers/Food Service

3.9.1 Advertising/Promotion Instore & Externally

The Bord Bia Logo can only be used on promotional materials where all the product associated with the Logo (i.e., in the same graphic) is quality assured. Where Bord Bia quality assured product of mixed origin is being marketed, e.g., Origin Ireland and Produced & Processed Ireland & N. Ireland, both Logos should be used. It is

recommended to contact the Bord Bia Logo Manager for clarification and approval in advance of use. Companies intending to use any of the logos should liaise with Bord Bia in advance of use.

No minimum or maximum size of the Logo is stipulated for use on advertising and promotional material, and the retailer is free to make this decision. However, the integrity of the Logo (see Section 4 below) should not be altered in any way and must be legible.

Companies should submit advertisements/promotional material before use, as mistakes may be costly if incorrect. Bord Bia may request alterations and/or copies to be forwarded at regular intervals (monthly) for reference purposes. For Members, this can be done online via <https://gas.bordbia.ie/logoapproval> or submitted to quality.assurance@bordbia.ie.

3.10 Trade and public shows

Certified Members of the Scheme wishing to use Logos on trade stands at public events, such as shows and farmers' markets, must obtain prior written approval from Bord Bia for the use of the Logos on any marketing materials, promotional materials, signage, etc.

Additional criteria apply to international markets.

For further details, please contact the Logo Manager in the Bord Bia Origin Green Sustainability and Quality Assurance Division at 01 614 2234 or email quality.assurance@bordbia.ie.

3.11 Insurance

The Member shall indemnify Bord Bia against all liabilities, costs, expenses, damages and losses (including any direct, indirect or consequential losses, loss of profit, loss of reputation and all interest, penalties and legal costs (calculated on a full indemnity basis) and all other reasonable professional costs and expenses) suffered or incurred by Bord Bia arising out of or in connection with:

- a) the Member's use of the Logo/Certification Trademark outside of or in breach of the terms/requirements of these Regulations and/or Bord Bia's current Logo Use Policy and/or the terms of the current Origin Green Sustainability and Quality Assurance Scheme rules;
- b) the Member's breach or negligent performance or non-performance of, and/or adherence or non-adherence to, the requirements Bord Bia's current Logo Use Policy and/or the terms of the current Origin Green Sustainability and Quality Assurance Scheme rules
- c) the enforcement of the terms/requirements of Bord Bia's current Logo use Policy and/or the terms of the current Origin Green Sustainability and Quality Assurance Scheme rules against the Member
- d) any claim made against Bord Bia by a third party for death, personal injury or damage to property arising out of or in connection with (i) defective products to which the Logo/Certification Trade Mark has been applied by or on behalf of the Member and (ii) defective products which have been marketed, advertised and/or sold by or on behalf of the Member by reference to or using the Logo/Certification Trade Mark in each case to the extent that the defect in the said products is not attributable to the acts or omissions of Bord Bia; and/or
- e) any claim made against Bord Bia by a third party for death, personal injury or damage to property arising out of or in connection with (i) inappropriate and/or dietarily excessive use and/or consumption of products to which the Logo/Certification Trade Mark has been applied by or on behalf of the Member and (ii) inappropriate and/or dietarily excessive use and/or consumption of products which have been marketed, advertised and/or sold by or on behalf of the Member by reference to or using the Logo/Certification Trade Mark in each case to the extent that the said use and/or consumption of the said products is not attributable to the acts or omissions of Bord Bia.

4. Logo Specification

4.1 Size and colour

The Logos must be used not to compromise the integrity of the symbol or mislead the consumer. Proofs are available from Bord Bia, and only original master artwork can be used. They can be scaled in proportion but shall not be redrawn, altered or stretched, nor can the colours be altered or modified.

4.2 Give it space

The Logos should always stand clear of any surrounding text, pictures, lines or the edge of the page and should never be altered in any way.

4.3 Reproduction versions

The Bord Bia QA Logos comprise of the specific colours detailed in **Table 3 below**. The Logos must consistently be reproduced in those colours indicated in **Table 4**.

The keyline border is part of the Logo and should not be deleted or altered in any way. The white background is also integral to the Logos and should never be substituted with another colour. If printing on a dark background, the Logos should appear in their appropriate colours.

Pantone® 323	Pantone® 361	Pantone® 151	Pantone® 7733
C100 M45 Y55 K25	C80 M0 Y100 K0	C0 M60 Y100 K0	C100 M30 Y90 K20
R0 G90 B95	R13 G177 B75	R245 G130 B32	R0 G105 B70
HEX #004b4e	HEX #39b54a	HEX # F58220	HEX #007046

Table 3: Colour palette

Logo		Colours
Logo 1	Origin Ireland	Pantone 323, 361, & 151
Logo 2	Grass Fed Verified	Pantone 361, 151 & 7733
Logo 3	Origin Northern Ireland (NI)	Pantone 323 & 361
Logo 4	Produced & Processed in Ireland & Northern Ireland	Pantone 323 & 361
Logo 5	Reared & Processed in Ireland	Pantone 323 & 361
Logo 6	Origin Ireland (meat content only)	Pantone 323, 361, & 151
Logo 7	Origin Northern Ireland (NI) (meat content only)	Pantone 323 & 361
Logo 8	Produced & Processed in Ireland & Northern Ireland (meat content only)	Pantone 323 & 361
Logo 9	Reared & Processed in Ireland (meat content only)	Pantone 323 & 361
Logo 10	Certified Member	Pantone 323 & 361
Logo 11	Grass Fed Certified Member	Pantone 361, 151 & 7733

Table 4: Logos Colours

4.4 Minimum size

4.4.1 For Logos eligible to be placed on the front of the pack:

The relevant Logo must be at least 30 mm (high) where it is to be used on a label with an area greater than 13,200 mm², i.e., 132 mm X 100 mm.

Where the area of the label is less than 13,200 mm², the Logo must represent at least 5% of the area.

4.4.2 For Logos 6 – 9 to be placed on the pack beside the list of ingredients:

No minimum size is specified, as size will depend on the relative size of the ingredient information.

4.4.3 Logo 10 & 11 – no minimum size specified.

No minimum size is specified.

4.5 Stickers

All on-pack Logos should be an integral part of the label and should not be produced in stick-on form unless prior written consent has been obtained from Bord Bia to accommodate potential transition arrangements for a specified period. Such consent, where given, shall be for the shortest period and in no case shall it exceed six months.

5. General Conditions

This Section contains general conditions applying to this Logo Use Policy.

Please note that in addition to this Logo Use Policy, the Scheme is regulated by additional documentation, including the Scheme Rules (applicable to members of the Scheme), a Member Agreement (relating to the licensing of certain Bord Bia intellectual property rights) and an applicable Sustainability and Quality Assurance Standard (referred to in the Agreements as the "Standard"). These documents in conjunction with this Logo Use Policy create binding rights and obligation in respect of the Scheme. You are encouraged to review each of these documents carefully.

Approval from Bord Bia to use the Logos does not imply that the proposed label is compliant with legal requirements. It is the responsibility of the applicant to ensure that all national and EU Regulations are complied with regarding declarations, content, labelling, etc. However, Bord Bia reserves the right to refuse to approve the use of the Logo where a legal breach is evident on the proposed label.

Bord Bia reserves the right at its absolute discretion, to withdraw Membership and permission to use the Logo/Certification Trade Mark at any time where the Member has breached the terms of these Regulations and/or Bord Bia's current Logo Use Policy and/or the terms of the current Origin Green Sustainability and Quality Assurance Scheme rules (<https://www.bordbia.ie/farmers-growers/get-involved/become-quality-assured/>) in which event the Certification Trade Mark must be removed from all premises, packaging, materials or other items and shall cease to be used by the Member. The Member hereby acknowledges that they will have no recourse and shall make no claim whatsoever against Bord Bia in respect of any liability, loss, cost, damages, expense, claims, demands or proceedings which the Member may sustain as a result of any such withdrawal or removal.

All Members/users note and agree that Bord Bia accepts no liability for defective products/services offered by companies holding or using the Logos.

Bord Bia shall not be liable for any loss or damage incurred directly or indirectly by participants in the Scheme and/or using the Logos. The Member/user shall indemnify and hold harmless Bord Bia from and against any and all actions, suits, costs, claims and expenses (including legal costs and expenses arising out of any such action claim or suit) however arising out of the issue or use of the Logos or Membership of the Scheme by the Member/user or in respect of any products or services offered by the Member/user (under the sale of certified goods) or operation of the premises.

Bord Bia shall be entitled to apply the sanctions as set out in the Scheme Rules document in respect of any non-conformance by a Member with the provisions of the Standards and/or non-conformance by a Member/user with the provisions of this Logo Use Policy. For the sanctions that shall apply please see the Scheme Rules document and also Appendix 3 of this document.

Bord Bia will keep this Logo Use Policy under review and reserves the right to amend the Policy (and/or the related Scheme Rules document) at any time, with or without formal notice to Scheme Members or other Logo users. Members should consult Bord Bia's website for the most current version of the Policy and the Scheme Rules document, as well as the relevant Standard(s) in order to keep themselves up-to-date with the most current versions of same.

For further details, please contact the Logo Manager in the Bord Bia Origin Green Sustainability and Quality Assurance Division at 01 614 2234 or email tina.leonard@bordbia.ie.

Appendix 1: Bord Bia QA & Grass Fed Logos



Logo 1: Origin Ireland



Logo 2: Grass Fed Verified



Logo 3: Origin Northern Ireland (NI)



Logo 4: Produced & Processed in Ireland & Northern Ireland



Logo 5: Reared & Processed in Ireland



Logo 6: Origin Ireland (meat content only)



Logo 7: Origin Northern Ireland (NI) (meat content only)



Logo 8: Produced & Processed in Ireland & Northern Ireland (meat content only)



Logo 9: Reared & Processed in Ireland (meat content only)



Logo 10: Certified Member



Logo 11: Grass Fed Certified Member

Appendix 2: Use of the Origin Ireland Logo on Ornamental Plants

The Origin Ireland Logo can only be used on plant labels provided that the plant has spent a significant period in a SHAS Certified nursery, during which the nursery's expertise has added substantial value to it.

The minimum length of time required will vary depending on the type of plant. The following table defines the minimum acceptable period for the different categories of plants:

Product Group	Minimum Period on Member's Nursery
Container trees	Potted on for one full season* on the holding
Hardy Nursery Stock (Container shrubs/hedging)	Potted on for one full growing season on the holding or is brought from a plug to a liner to a saleable state
Bare root plants (Trees, shrubs, herbaceous, etc.)	Planted out for one full growing season on the nursery
Liners	Rooted through from potting rooted cuttings or seedlings on the nursery
Rooted cuttings, plugs or direct stick liners	Cuttings stuck and rooted on the nursery
Seedlings	Grown from seed in the nursery
Transplants	Minimum of final transplant growing season on the nursery
Bedding plants	Grown from seed in the nursery or bought in, transplanted and grown in cells, multipacks or pots until rooted through before sale
Plant Mixtures (Hanging baskets, containers, etc.)	All individual plants must comply with the above requirements.
* 12 months from dormancy to dormancy on site	

Table 5: Minimum period required on SHAS certified nursery

Appendix 3: Sanctions

The following Section outlines the Sanctions for Non-conformance against the Standard, Scheme Rules, or Logo Use Policy Rules.

To maintain the reputation of the Origin Green Sustainability and Quality Assurance Scheme and the integrity of the Bord Bia Logo, Members and other logo users, as relevant, must maintain conformance with the requirements of the applicable Standard; these Logo Use Policy rules and the Scheme Rules that are in place. Where a Member or other logo user breaches the rules concerning the use of the Logo, Bord Bia is entitled to impose one or more of the sanctions contained in this Appendix. These may include legal action, fines, suspension or revocation of certification or the loss of the right to use the Logo. The specific penalties will depend on the nature and severity of the non-conformance.

For further details, refer to the relevant Scheme Standard and Scheme Rules.

Where a Member of the Scheme or Logo user has committed a serious breach of the Standards, the Logo Use Policy, or the Scheme Rules or has misrepresented/abused the Logo, Bord Bia has the right to impose one or more of any of the sanctions listed in Section 1 below.

A 'serious' breach includes but is not limited to:

- A Critical non-conformance has been identified,
- A legal non-compliance in relation to Regulation (EC) 1169/2011,
- Deliberate or negligent misuse or misrepresentation of the Logo,
- Use of the Logo by a non-member or suspended Member,
- Unapproved use of the Logo on product.

1. Sanctions

- a) Immediate suspension or withdrawal from the Scheme.
- b) Suspension or revocation of the Member's right to use the Bord Bia Logo or any statement of certification status.
- c) For other users of the Logo (non-members), Suspension or revocation of approval to use the Bord Bia Logo or any statement associating with Bord Bia approval.
- d) Imposition of a fine (Appendix 3 - Section 4 below)
- e) Order a withdrawal and/or recall from the market of all products carrying the Logo.
- f) Order a withdrawal and/or recall of any promotional materials in which the Bord Bia Logo and/or any statement of certification status.
- g) Take legal action to stop the misuse of the Logo and/or to recover damages for any harm caused to consumers, other scheme members or the reputation of Bord Bia or the Scheme.
- h) Referral of the matter to the relevant regulatory/enforcement bodies.
- i) An immediate unannounced audit(s) of the site, the cost of which will be borne by the Member.
- j) Engage the services of an independent adviser/consultant at the company's own expense to resolve root cause analysis and to assist in implementing corrective and preventive actions to resolve breaches to Bord Bia's satisfaction.

Note: Where a Member loses the right to use the Logo, they must ensure that the Logo is removed from all packaging immediately or within a timeframe agreed with Bord Bia.

2. Lifting of a Suspension or Re-admission to the Scheme after a Breach

- a) At Bord Bia's discretion, a suspension may be lifted once the Member has satisfactorily rectified the non-conformance and complied with the sanctions imposed.
- b) Where a revocation of the certification has been imposed for the misuse of the Logo, re-admission to the Scheme may not be granted for up to six months. Re-admission will be subject to the payment by the (ex-) Member of the relevant re-application fee (full annual fee) and a further fee to cover the cost of up to six unannounced audits (to be decided by Bord Bia) in the first year of renewed Membership.
- c) Where an (ex-)Member continues to use the Logo(s) or refer to themselves as a Member after suspension, a further period of three years shall be added to the suspension before re-admission will be considered.
- d) Repeat offences relating to the use of the Logo or any statement of certification status may incur multiple sanctions, including extended exclusion from the Scheme.

3. Corrective Action – Critical Non-Conformance

- a) Bord Bia shall have the right to require that a Member who is in breach of the rules appoints a qualified external quality management consultant to review audit findings and make recommendations to prevent re-occurrence of the non-conformance. Bord Bia will invoke this as a result of an audit, or the capability of the Quality Assurance/technical function of the Member's business is considered inadequate. The Member will bear the full reasonable cost of the services of the external consultant.

4. Fines

- a) Bord Bia shall also be entitled to impose a fine on any Member or other logo user who has non-conformances relevant to Logo use, any applicable standard and Scheme Rules, or who breaches the Logo Use Policy. The fines that may be imposed range from a minimum fine of €1,000 up to a maximum of €25,000 per product line, to be decided by Bord Bia, depending on the severity of the breach.
- b) Bord Bia must receive payment of the fine within 30 days from the date of the written demand from Bord Bia. Membership will be revoked if there is a failure to pay the fine within the required time, and the re-admission rules will apply until the (ex-) Member has paid the re-application fee (full annual fee) and the fine.

5. Definitions relevant to this Appendix

- a) **'Product Line'** means (a) any group of Products marketed by the Member/Logo user having similar or related characteristics and/or intended for similar or related markets and/or which (apart from the Logo) bear the same branding and/or sub-branding of the Member; and (b) to which any Logo was applied or intended to be applied or on the packaging or in the marketing of which the Member refers to itself as being a Member of the Scheme or any similar reference. Product Line, for example, would include sausages sold under the same branding and labelling but in different pack sizes.

6. Sanctions Review

- a) Bord Bia will keep these Sanctions under review and reserves the right to amend them on reasonable notice, notice may be given via publication on Bord Bia's website. Members should periodically consult the latest version of the Sanctions appendix on the Bord Bia Website.

7. Notes (for information only)

- a) **Unauthorised use of the Logos:** Unauthorised (unlicensed) use of any of the Logos is an infringement of Bord Bia's registered and unregistered rights in the Logos, both under the Community Trademarks Regulation 2009 and under common law. If such infringement occurs, Bord Bia may sue for damages,

injunction, delivery-up and/or destruction of products under the legislation and/or under common law (for passing-off).

- b) In addition, if a Logo is used in a misleading way, then this may amount to an offence under the Consumer Protection Act 2007 and a breach of Regulation (EC)1169/2011. A person found guilty of an offence under this Act is liable on a first summary conviction in the District Court to a fine of up to €3,000 or up to 6 months imprisonment or both. Subsequent breaches could incur fines of up to €5,000 or 12 months imprisonment or both. In addition, Bord Bia may have the right (apart from the National Consumer Agency) to apply to Court for a prohibition order to prevent the misleading activity from continuing.

