

THE OGS COURIER

GUARANTEERING
ORGANIC

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INTERNATIONAL FEDERATION OF
ORGANIC AGRICULTURE MOVEMENTS



The IFOAM Global Organic Mark is now available. Operators are invited to enter a business partnership with IFOAM.

“Organic operators, i.e. farmers, processors and traders alike, rely on logos to explain to consumers that they comply with organic standards.

That is not new, but rather one of the main ingredients of the success of organic movements, particularly in the US and in Europe. IFOAM Members, e.g. Soil Association, Bio Suisse, Demeter, the East African Organic Movements or Naturland are drivers of organic development, thanks to such an organic mark.

With the launch of the Global Organic Mark IFOAM offers

IFOAM offers its credibility and legitimacy for consumer communication.

a partnership opportunity to operators in emerging markets. Consumer awareness is growing in all parts of the planet and they increasingly demand product assurance that can safeguard, reliably, their ethical choices.

Building consumer trust is a precondition for sales and, in order to achieve this, coherent communication key. If product messaging is legitimized by a global civil society movement and is rooted in experience of decades, consumers pay greater attention.

Whether the Global Organic Mark develops its focus in Taiwan, in Thailand, in the Arabic Emirates, in Russia, in South Africa or in Chile, will depend on the demand of operators. We are eager to hear of your interest to collaborate!”

Markus Arbenz - IFOAM E.D.

THIS IS THE NEW GLOBAL ORGANIC MARK OFFERED TO OPERATORS!



The Global Organic Mark
Don't miss the advantages offered to early subscribers!



Spreading the News
IFOAM and its network promote the launch of the new logos.



New OGS Services
IFOAM presents the logos of three new services.

THE GLOBAL ORGANIC MARK:

FIRST YEAR FREE FOR THE FIRST 5 OPERATORS PER COUNTRY

IFOAM offers individual operators or groups of operators a communication partnership to explain the organic story to consumers. The operators have the right to use the Global Organic Mark on their products and to use related communication materials. Precondition is IFOAM or government accredited certification to a standard in the IFOAM Family of Standards.

Operators pay a registration fee of 300€ (1000€ for a group of operators). The yearly fee is 0.3% of the sales with the Global

Organic Mark in a non-target market (i.e. less than 25 million Euros sales with the Global Organic Mark) and 0.6% in a target market. The first five operators of a country registered in 2011 and 2012 pay only a registration fee and can use the Mark for free in their first year. Registrations in 2011 benefit from a 50% discount on the annual fee in the first, and a 40% discount in the second, year.

Interested? Want to know more? Meet us at BioFach Nuremberg or contact Joelle Katto-Andrighetto at ogs@ifoam.org.

BIOFACH 2011, NUREMBERG, GERMANY

Come and visit us at BioFach. You can find more information at the IFOAM booth in Hall 1. Friday, February 18, 2011, 5–6 p.m., Riga Room, IFOAM (Joelle Katto-Andrighetto and Markus Arbenz) and IOAS (David Crucefix) present the new OGS services and discuss with interested stakeholders.



Spreading the News

IFOAM partners in Korea, Taiwan, Thailand, India, the Philippines and Australia publish the Global Organic Mark within their networks, in parallel to its launch in this OGS Courier.

IFOAM itself informs 10,000 addressees, among them Affiliates, allies, governments, international organizations, NGOs, operators from the value chain and the media.

At BioFach Nuremberg 2011, the logos will be presented at three media conferences and at the IFOAM booth, visible to 40,000 visitors. The IFOAM logos will be seen by tens of thousands of visitors on its website www.ifoam.org. Support the campaign and spread this news in your networks!

THE IFOAM ORGANIC GUARANTEE SYSTEM: NEW LOGOS



THE IFOAM FAMILY OF STANDARDS

'That is Organic' is the slogan of the Family of Standards, expressing its function of drawing the line between organic and not organic. The Family contains all standards and regulations that have passed an equivalence assessment against a normative reference approved by IFOAM's membership. Admission into the Family grants standard owners the use of the Family logo and the possibility to promote their standard through IFOAM to the international organic community. IFOAM encourages governments and standard users to recognize other standards in the Family as equivalent.

FOR STANDARD OWNERS



THE COMMUNITY OF BEST PRACTICE STANDARDS

The IFOAM Best Practice Standard describes best organic practices, covering all aspects of sustainability including environmental, social, economical and cultural dimensions. Leader standards have the opportunity to pass an assessment against these best practices and reach a certain benchmark. They can use their IFOAM recognition in their communication.

FOR OPERATORS



THE GLOBAL ORGANIC MARK

Operators wishing to use a universal organic logo on their products can make an agreement with IFOAM on the use of the Global Organic Mark. Precondition is a certification to a standard in the IFOAM Family of Standards. The certifier has to be accredited by a Government, by IFOAM or another acceptable accreditor. IFOAM supports quality assurance and communicates with the consumers.

Note: Black and white versions and special versions for use on difficult backgrounds are available for the contract partners, the users of the logos.