



CCOF

Organic Certification Education & Outreach Political Advocacy Promotion

INTERNATIONAL MARKET LABELING GUIDES

- ▶ These guides are intended to identify unique organic labeling issues, particularly where they differ from USDA National Organic Program labeling.
- ▶ Use these guides to understand organic labeling rules for product entering Canada, the EU, Japan, Korea, or Mexico. Each market has unique organic labeling requirements that must be met, which are outlined in each market specific guide.
- ▶ Various products may be subject to national regulations and laws regarding food labeling or other standards. CCOF strongly recommends working with your importer to ensure compliance to all food labeling requirements for the destination market.
- ▶ All labels must be approved by CCOF prior to printing.


CANADA LABELING GUIDE

All organic food products sold in Canada must meet the labeling requirements of the Canadian Organic Regime (COR) standards. To learn more visit www.ccof.org/canada

Label Type/ Feature	Canadian Organic Regime (COR) Requirements
"100% Organic"	The use of the term "100% Organic" may not be used. Products containing 100% organic ingredients may be labeled as "organic".
"Organic"	Products labeled "Organic", "organically grown" etc. must contain at least 95% organic ingredients. Organic ingredients must be identified as organic in the ingredients list. An organic ingredient percentage statement (such as "98% organic ingredients") in addition to the term "organic" may be used ¹ . The ingredient statement must be all the same color, size, font, and style.
70-95% organic	May only include the statement "X% organic ingredients" or markedly similar phrasing to indicate the organic status of the product. The term "organic" may not be used. Organic ingredients must be identified as organic in the ingredients list. The phrase "Made With Organic (specified ingredients or food groups)" is not allowed.
<70% organic.	May only indicate organic ingredient(s) within in the product's ingredient list. While any organic ingredients must be certified organic, products with less than 70% organic content products do not require certification and may not use the organic logo.
"Certified Organic"	The term "Certified Organic" may not be used (except for identification of certifier, described below).
Identification of Certifier	Labels must identify CCOF as the certifier. The statement "certified organic by CCOF" or similar may be used, and may be placed anywhere on the label.
Wholesale Containers/ Produce Boxes/ non-retail container	It is strongly advised to identify CCOF on bulk containers, produce boxes and other non-retail containers. Packaging shall bear the following information, without prejudice to any other indications required by law: a) the name and address of the person or organization responsible for the production, preparation or distribution of the product b) the name of the product c) the organic status of the product d) information that ensures traceability (e.g. lot number)
"Organic" in the Company Name	The word "organic" cannot be part of the company name on a label unless the product is "organic". If the product is less than 95% organic, the word "organic" may not be in the company name.
Wine Labels	Wines produced to US NOP standards using Sulfur Dioxide may be labeled "organic" under COR labeling requirements. Master cases or other markings for these products should include the notation "for export only" to meet US NOP requirements for products labeled for other markets. Wines may only utilize the COR seal when they are composed of 95% or more organic ingredients.
GMO-free Labels	"GMO-free" or similar claims should only be used if they can be documented by independent tests.

¹ Per CFIA website: <http://bit.ly/WvqC6W>
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Label Type/ Feature	Canadian Organic Regime (COR) Requirements
CORSeal 	<p>The COR seal is optional and may be used by CCOF operations on products verified as compliant with the COR/NOP Export Arrangement. The seal can be found at www.ccof.org/canada and must be used in the specific format and colors as defined by the COR regulations:</p> <p>“The logo is displayed in either black with a white background (as illustrated), in black with a transparent background or in color. If displayed in color, the background is white or transparent, the outer and inner borders are green (Pantone no. 368), the maple leaf is red (Pantone no. 186) and the lettering is black.”</p> <p>All products imported into Canada using the COR Seal must include the phrase “Imported” or “Imported From (country of origin)”, or “Product of (listed country of origin)” in the same visual field as the seal.</p> <p>Parties wishing to use the logo, for any use other than product labeling (i.e., in retail marketing/advertising for informational purposes), must apply for a license to do so. Requests for an application form may be sent to OPR.RPB@inspection.gc.ca</p>
USDA NOP Seal	Use of the USDA organic seal is voluntary as long as the products meet USDA labeling requirements. The accredited certifier must also be identified on the label.
Private Labels and Brands not owned by CCOF clients.	Clients certified by CCOF CS to COR standards may package private label products or receive private label certification directly. Certified private labelers are not required to identify the co-packer on the label as long as appropriate inspections verify the use of compliant packaging, COR certified co-packers, and complete record keeping/traceability.
Registration of Labels	<p>Certain food labels must be registered by the CFIA Formulation and Label Registration Unit. These include labels originating from: Federally registered Canadian meat, poultry and processed fruit and vegetable establishments; Foreign meat, poultry and processed fruit and vegetable establishments.</p> <p>Label registration requests are to be submitted using form CFIA 1472 accompanied by the appropriate number of labels and recipes. This form is available on the CFIA website: http://www.inspection.gc.ca/english/for/mpppe.shtml</p> <p>Consult the CFIA Fees Notice to determine whether a fee is applicable for your product. Mail completed registration forms to: Clerk, Label Registration Unit, Canada Food Inspection Agency, 1431 Merivale Road, Nepean, ON, K1A 0Y9</p>

Additional requirements for products crossing provincial boundaries to be sold in Quebec:

- Organic fruit and vegetables must whenever possible be individually labeled, with the name of the certified operation and the name of the certifying body printed on a sticker affixed to each organic fruit or vegetable.
- If the product is between 70% to 95% organic, the “Certified Organic by...” statement must be on the main or secondary package panel, below list of ingredients. For products with more than 95% organic ingredients, this “Certified Organic by...” statement can be anywhere on the main or secondary package panel.

Retail Products Requirements

IF YOUR PRODUCT SOLD IN CANADA IS...

Labeling Requirement:		Not Certified/ Exempt	Between 70-95% organic	95% or more Organic
MUST use when applicable:	"Certified Organic By (CCOF name or logo)"	NO	MUST	MUST
	Ingredients described as organic in ingredient panel*	MAY	MUST	MUST
	Bilingual	MUST	MUST	MUST
MAY use when applicable:	USDA Seal	NO	NO	MAY
	Certifier's Seal	NO	MAY	MAY
	COR Seal	NO	NO	MAY
	If using the COR Seal, “Imported”, “Imported from (Country)” or “Product of (Country)” near Seal	NO	NO	MUST
	Front Panel Claims:	“Contains X% Organic Ingredients” or similar phrase**	NO	MAY
	“Organic” or similar phrase***	NO	NO	MAY
	“100% Organic”	NO	NO	NO

*All processing aids and additives must be listed in the ingredients panel unless analytical testing can demonstrate that the additive is not present in the final product.


**Such as “X% Organic Ingredients.” Must be all the same size, font and color. This phrase is not allowed on NOP certified product in the 70-95% organic category. Similarly, “Made with Organic (specific ingredients)” is not allowed on products sold in Canada. Operations wishing to sell products in this labeling category must create different Domestic Sales-only and Export-only labels.

****“Organically Grown”, “Organically Produced.” Describing the product as “Certified Organic” is prohibited.



EUROPEAN UNION LABELING GUIDE

All organic food products sold in European Union (EU) Member States must meet the labeling requirements of the EU organic standards. To learn more visit www.ccof.org/eu

Label Type/ Feature	European Union Regulation 834/2007
“100% Organic”	No labeling category for 100% organic products. These products could be labeled “organic.”
At least 95% Organic Ingredients	Organic products may be labeled “Organic”, “organically grown” etc. See “Organic Seal/ Logo” below.
70- 95% Organic Ingredients	<p>Identification of organic ingredients as organic is limited to ingredient panel. Front panel “Made With Organic (specified ingredients or food groups)” claims are prohibited.</p> <p>An indication of the total percentage of organic ingredients in proportion to the total quantity of ingredients of agricultural origin must appear in the ingredient panel.</p> <p>The reference to organic and percentage statement must appear in the same color and identical size and style of lettering as the rest of the ingredient panel²</p>
Wholesale Containers/ Produce Boxes/ non-retail containers³	<p>Non-retail containers/produce boxes or accompanying documents (e.g. invoices, BOLs) must contain:</p> <ol style="list-style-type: none"> a) the name and address of the certified operation b) the name of the product and its organic status c) CCOF’s control number (contact CCOF for details) or identify CCOF as the certifier d) and traceability information, such as lot numbers, where applicable <p>When not NOP compliant, containers & shipping documents must be labeled for “export only”.</p>
<p>EU Organic Seal</p> 	<p>EU organic seal is optional and may be used on products certified “organic” and exported in accordance with Title III of EEC 1235/2008. Use of the seal on such products is optional.</p> <p>The EU organic seal must be used in specific format and colors as defined by EEC 271/2010. The seal is a green (Pantone no. 376) rectangle with white stars in the shape of a leaf. Rectangle must be at least 9mm high by 13.5mm wide and maintain a height to width ratio of 1 to 1.5.</p> <p>Variations, such as modified color schemes (including black and white, different shades of green, delineating borders, etc) or smaller size, may be permissible in certain situations.⁴</p> <p>When the EU logo is used, there must be indication of the source of the ingredients of the product. Within the same visual field as the logo, it must include one of these statements:</p> <ul style="list-style-type: none"> • “EU Agriculture” if the agricultural raw material has been farmed in the EU, • “Non-EU Agriculture”, if the agricultural raw material has been farmed outside the EU • “EU/non-EU Agriculture”, if part of the agricultural raw materials has been farmed in the EU and part outside the EU. <p>The name of a specific country may be used instead of the terms ‘EU’ or ‘non-EU’ where all agricultural raw materials have been farmed in the same country.</p> <p>Operations using the EU logo are strongly advised to review the EU User Manual for the EU Logo, available from www.ccof.org/eu.</p>
USDA NOP Seal	Use of the USDA organic seal is voluntary as long as the products meet USDA labeling requirements. The accredited certifier must also be identified on the label.
Certifier Control Number	If the EU organic seal is used, CCOF’s control number must be in the same visual field as the seal. For products originating from the US, the number is US-ORG-006, from Canada, CA-ORG-003, and from Mexico, MX-BIO-105. CCOF recommends that the CCOF control number is used to identify all boxes or labels used for organic products shipped to the EU under CCOF certification.
Wine Labels	<p>Wines produced after 8/1/12: US wines using sulfur dioxide (<100 ppm total sulfites) and meeting EU wine production requirements may be labeled “Organic” and use the EU seal when produced for export to the EU. Master cases or other markings must indicate “for export only” as these wines may not be sold as Organic in the US.</p> <p>Wines produced before 8/1/12: Additional labeling restrictions may apply for organic wine exported to the EU. Contact CCOF for specifics.</p>

² EEC 834/2007 Article 23(4)

³ EEC 889/2008 Article 31 and EEC 834/2007 Article 23


⁴ EEC 834/2007 Article 24(1)(c) and EEC 271/2010

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JAPAN LABELING GUIDE

All organic food products sold in Japan must meet Japanese Agricultural Standard (JAS) organic labeling requirements.
To learn more visit www.ccof.org/japan.

Label Type/ Feature	Japanese Agricultural Standards (JAS) Requirements
“100% Organic”	No labeling category for 100% organic products. These products may be labeled “organic.”
At least 95% Organic Ingredients	Organic products may be labeled “Organic”, “organically grown” etc. See “Organic Seal/ Logo” below.
70- 95% Organic Ingredients	Japan does not have a “made with” labeling category. Only products with 95% or more organic content may be labeled as organic in Japan.
Wholesale Containers/ Produce Boxes/ non-retail containers	The JAS seal may be used on labels or documentation for bulk products (see below). Non-retail containers/produce boxes or accompanying documents (e.g. invoices, BOLs) must contain: <ol style="list-style-type: none"> a) The name and address of the certified operation b) The name of the product and its organic status c) Identify CCOF as the certifier d) Traceability information, such as lot numbers, where applicable
JAS Organic Seal 	<p>Products sold as organic in Japan are required to display the JAS seal. The JAS seal is the Japanese seal for quality and standards that applies to a variety of food laws, with a unique version for organic products.</p> <p>The seal may be applied in Japan by a JAS-certified importer, exporter, or processor, or applied by foreign companies through a consignment contract with a JAS-certified importer, where in Japan recognizes the exporter’s standards as equivalent to their own. The JAS seal is unique for every JAS accredited certifier.</p> <p>All traded retail products’ labels or stickers must state, “Certified Organic By (insert name of Japan recognized or USDA-accredited body) below the information identifying the handler or distributor of the product.</p> <p>The labels "有機農産物" (which means organic plant in Japanese.), "有機栽培農産物" (which means organically grown plant in Japanese.), "有機○○" (which means organic ○○ in Japanese.), "オーガニック○○" (which means organic ○○ in Japanese.), etc. are stipulated. (General names of plants shall be filled in "○○.")</p>
USDA NOP Seal	Use of the USDA organic seal is voluntary as long as the products meet USDA labeling requirements. The accredited certifier must also be identified on the label.
Livestock and Alcohol Products	These products are not covered under the JAS standard. These products may be sold in Japan and labeled with the word “organic” in English or Japanese, but cannot use the JAS Organic seal.


U.S. Exporters can meet the JAS seal use requirements in three ways.

1. JAS Seal Consignment Contract with a JAS certified importer
 - Sign the Consignment Contract with your JAS certified importer to apply their JAS seal directly to your products in the United States.
 - CCOF can help you navigate the consignment contract and provide required reporting under the JAS system. Note, the JAS seal is unique to each JAS certifier. Visit www.ccof.org/japan for a process outline and necessary forms.
2. JAS certified importer applies the JAS seal in Japan
 - Export the product without the JAS seal and have the JAS-certified importer apply the seal once it reaches Japan, before sale.
3. Direct JAS certification through a JAS accredited certifier
 - CCOF has an inspection partnership with a JAS accredited certifier that can offer certification to the JAS standard directly, giving you access to your own JAS seal.
 - If you are interested in JAS certification contact export@ccof.org.
 - CCOF has observed that this option is time consuming and costly and does not recommend it.



KOREAN LABELING GUIDE

Only processed products are allowed to be exported to Korea under the equivalency agreement. All processed organic food products sold in Korea must meet the labeling requirements of the Korean organic standards. To learn more visit www.ccof.org/korea.

Label Type/ Feature	Korean Ministry of Agriculture, Food and Rural Affairs (MAFRA) Requirements
Retail labels	Retail labels must include at least the following information: <ol style="list-style-type: none"> a) Name of final manufacturer, listed as “Manufactured by...” b) “Packaged in: USA” c) Identify CCOF as the certifier d) List your CCOF client code e) Telephone number
“100% Organic”	No labeling category for 100% organic products. These products can be labeled “organic.”
At least 95% Organic Ingredients	Organic products may be labeled “Organic”, “organic food” etc. See “Organic Seal/ Logo” below.
70- 95% Organic Ingredients	Korea does not have a “made with” labeling category. Only products with 95% or more organic content may be labeled as organic in Korea.
Wholesale Containers/ Produce Boxes/ non-retail containers	Non-retail containers/produce boxes or accompanying documents (e.g. invoices, BOLs) must contain: <ol style="list-style-type: none"> a) The name and address of the certified operation b) The name of the product and its organic status c) Identify CCOF as the certifier d) List your CCOF client code e) Traceability information, such as lot numbers, where applicable
Organic Seal/Logo 	<p>Use of the Korean organic seal is optional for products certified as “organic” in the U.S. and meet the terms of the arrangement.</p> <p>The Korean organic logo must be used in specific format and colors as defined by the MAFRA Food Code:</p> <ul style="list-style-type: none"> • The seal is a green (C80+Y100) rectangle with a white <i>taegeuk</i> shape within. The height of the logo is 0.95xW. The space between the white figure and the delimiting outer lines (left, upper, and right lines) is 0.1xW. The starting point of the <i>taegeuk</i> circle in the lower white section of the logo on the left is 0.55xW below from the upper section, and the end point if the <i>taegeuk</i> circle on the right is 0.75xW below the upper section. • The typeface is Gothic and the color for “organic” should match the logo, while “MAFRA KOREA” is white. • Variations on color are: blue (C100+M70), red (M100+Y100+K10), and black. • The size of the logo can change according to packaging size. <p>Operations using the Korean logo are strongly advised to work with your importer to ensure compliance to the Korean labeling laws, as well as review the Korean organic labelling laws, available at www.ccof.org/korea.</p>
USDA NOP Seal	Use of the USDA organic seal is voluntary as long as the products meet USDA labeling requirements. The accredited certifier must also be identified on the label.
Raw or unprocessed products	Raw or unprocessed products are not allowed to be exported to Korea under the terms of this equivalency. In order to export these products your operation requires direct certification to the Korean standard.



GUÍA DE ETIQUETADO PARA PRODUCTOS VENDIDOS COMO ORGÁNICOS EN MÉXICO

GUIDE TO LABELING PRODUCTS SOLD AS ORGANIC IN MEXICO

Todos los productos alimenticios que se venden como orgánicos en México deben cumplir con los requisitos de etiquetado de los estándares orgánicos mexicanos,⁵ que se detallan en esta guía. Todas las etiquetas deben ser aprobadas por CCOF antes de la impresión.

All food products sold as organic in Mexico must meet the labeling requirements of the Mexican organic standards,⁶ detailed in this guide. All labels must be approved by CCOF prior to printing.

Tipo de Etiqueta/ Característica <i>Label Type/Feature</i>	Requisitos Orgánicos Mexicanos para Etiquetado <i>Mexico Organic Labeling Requirements</i>
Envases de mayoreo /Cajas de Cultivos/Envases no para venta al menudeo.⁷ <i>Wholesale Containers/ Produce Boxes/Non-Retail Containers⁸</i>	Envases de mayoreo y/o cajas de cultivos o documentos de acompañamiento (ej. Facturas, BOLs) deben de contener: <ol style="list-style-type: none"> a) Nombre y dirección de la empresa y (si es diferente) del propietario/vendedor del producto, b) Nombre del producto y su estatus orgánico, c) Nombre del certificador, d) Número de lote, si procede. <p><i>Non-retail containers/produce boxes or accompanying documents (e.g. invoices, BOLs) must contain:</i></p> <ol style="list-style-type: none"> a) <i>Name and address of operation and (if different) of the owner/seller of product,</i> b) <i>Name of product and its organic status,</i> c) <i>Name of certifier,</i> d) <i>Lot number, if applicable.</i>
Declaración de Libre de OMG⁹ <i>GMO-Free Statement¹⁰</i>	Etiquetas por menor deben incluir una declaración de que el producto está libre de organismos modificados genéticamente. <i>Retail labels must include a statement that the product is free of genetically modified organisms.</i>
Números de Identificación¹¹ <i>Identification Numbers¹²</i>	Etiquetas por menor deben incluir los números de identificación de: <ol style="list-style-type: none"> a) La empresa (el Código de Cliente que se encuentra en el certificado y Perfil de Cliente emitido por CCOF) y b) CCOF (el código de aprobación emitido a CCOF por SAGARPA: SENASICA-OCO-14-009). <p><i>Retail labels must include the identification numbers of:</i></p> <ol style="list-style-type: none"> a) <i>The operation (the Client Code found on the certificate and Client Profile issued by CCOF)</i> b) <i>CCOF (the approval code issued to CCOF by SAGARPA: SENASICA-OCO-14-009).</i>
Lista de Ingredientes¹³ <i>Ingredient list¹⁴</i>	Etiquetas por menor deben desplegar una lista de ingredientes. <i>Retail labels must display an ingredient list.</i>
Nombre del Certificador¹⁵ <i>Certifier Name¹⁶</i>	En las etiquetas de venta al menudeo, la frase "Certificado Orgánico por [nombre de la agencia de certificación]" o una frase similar debe aparecer en la parte inferior de la etiqueta, antes del nombre y la dirección del manejador del producto final. <i>On retail labels, the phrase "Certified Organic by [name of certification agency]" or a similar phrase must appear on the lower part of the label, before the name and address of the handler of the finished product.</i>

5 Lineamientos para la Operación Orgánica (LOO); Reglas Generales de Uso del Distintivo Nacional, DN)

6 Guidelines for Organic Operation (LOO); General Rules of Use for the National Seal (DN)

7 LOO Artículos 191; 198

8 LOO Articles 191; 198

9 LOO Artículo 201

10 LOO Article 201

11 LOO Artículo 201

12 LOO Article 201

13 LOO Artículo 204


14 LOO Article 204

15 LOO Artículo 204

16 LOO Article 204

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Tipo de Etiqueta/ Característica Label Type/Feature	Requisitos Orgánicos Mexicanos para Etiquetado Mexico Organic Labeling Requirements
<p>Sello orgánico¹⁷ Organic Seal/Logo¹⁸</p> <p>Sello orgánico de SAGARPA México: SAGARPA Mexico Organic Seal:</p> 	<p>Opcional. Al recibir aprobación de CCOF,^[2] el sello orgánico SAGARPA México puede ser utilizado por las empresas certificadas por CCOF en los productos producidos en México y verificados como compatibles con el Programa de Cumplimiento de México de CCOF.</p> <p>Cuando se usan, las siguientes disposiciones se deben cumplir:</p> <ol style="list-style-type: none"> El sello debe ser utilizado en el formato y los colores específicos definidos en los artículos 3 a 9 del Acuerdo por el que se da a conocer el distintivo nacional de los productos orgánicos y se establecen las reglas generales para su uso en el etiquetado de los productos certificados como orgánicos, disponible en www.ccof.org/mexico. El sello debe ser colocado en la parte frontal o lateral del envase, seguido por la declaración "Certificado Orgánico por [nombre de la agencia de certificación]." Si se utilizan otros sellos orgánicos nacionales o privados, no puede ser más grande que el sello orgánico SAGARPA México. <p>Empresas utilizando el Sello Orgánico SAGARPA México se recomienda encarecidamente a revisar el Acuerdo por el que se da a conocer el distintivo nacional de los productos orgánicos y se establecen las reglas generales para su uso en el etiquetado de los productos certificados como orgánicos, disponible en www.ccof.org/mexico.</p> <p>Optional. Upon approval from CCOF,^[4] the SAGARPA Mexico Organic seal may be used by CCOF certified operations on products produced in Mexico and verified as compliant with the CCOF Mexico Compliance Program.</p> <p>When used, the following provisions must be met:</p> <ol style="list-style-type: none"> The seal must be used in specific format and colors as defined in Articles 3-9 of the Agreement which discloses the national seal of organic products and the general rules are established for use in the labeling of products certified as organic, available at www.ccof.org/mexico. The seal must be placed on the front or side of the package, followed by the statement "Certified Organic by [name of certification agency]." If other national or private organic seals/logos are used, they may not be larger than the SAGARPA Mexico Organic seal. <p>Operations using the SAGARPA Mexico Organic Seal are strongly advised to review the Agreement which discloses the national seal of organic products and the general rules are established for use in the labeling of products certified as organic, available at www.ccof.org/mexico.</p>

17 LOO Artículo 202; DN

18 LOO Article 202; DN

[2] DN Article 12

[4] DN Article 12

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