Summary

LABELING AND TRADEMARK POLICY

For on- and off-pack communication

Based on Labeling and Trademark Policy June 2017
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1. Introduction

This document summarizes the rules of the UTZ Labeling & Trademark Policy 2017 regarding the use of the UTZ labeling logo and the UTZ corporate logo or UTZ trademark. For a detailed definition of the rules, please refer to the original version of the Labeling & Trademark Policy June 2017, which is leading.

Who can use the UTZ label?
- Members who have a valid license/certificate at the moment the product is claimed as UTZ certified.¹
- Members who trade finished products (e.g. brand owner), and are registered. Their supplier needs to be licensed/certified.

Charge for the logo use
The use of the UTZ logo in communications is free of charge. UTZ reserves the right to introduce a logo usage fee for its members as long as it gives six months’ notice.

2. The Approval Process

- An approval process must take place before the package with UTZ claim/logo is printed and launched.
- Each labeling approval is granted for 365 days and can be extended.

Coffee, cocoa and tea (including rooibos) products
- Prior to production, the brand owner or, by mutual agreement, the supplier, must submit any packaging designs to UTZ via the online labeling approval system in the GIP.
- There is an E-course to explain the labeling rules and the approval process
- UTZ will respond within 5 working days after the packaging designs have been submitted

Hazelnut and herbal tea.blend products
For hazelnut and herbal tea.blend products, there is a specific approval process: Packaging designs for hazelnut, combined cocoa + hazelnut products and herbal teas.blends must be submitted prior to production by the brand owner or - by mutual agreement - by the manufacturer to UTZ via membersupport@utz.org along with the ‘Required information for approval’ form (see Resource Library).

Approval of off-pack trademark use
- It is strongly recommended that off-pack product and corporate communications are checked by UTZ before publishing, please mail these to membersupport@utz.org.

¹ The members must comply with the requirements of the Chain of Custody Standard (i.e. see specific control points on Claiming.)
3. Requirements for on-pack Labeling

Labeling logo and text claim
- For on-pack communication about UTZ, the use of a text claim is mandatory. The use of the UTZ labeling logo is optional.
- A text claim is the text on consumer packaging that explains UTZ. It consists of:
  - Type of product claim (depending on the traceability model used)
  - Line about UTZ
  - Web reference
- For on-pack logo use, members are required to use the UTZ labeling logo (see chapter 6). The labeling logo can also be used for off-pack communication regarding the certified product.
- Members may label products containing two or more UTZ certified ingredients (e.g. coffee flavored chocolate or chocolate with hazelnuts). In such a case, a special combined logo applies. Members should preferably only choose one text claim. For credibility reasons, the claim referring to the lowest level of traceability should be used (e.g. in the case of coffee-flavored mass balance chocolate, the purchasing claim should be used, not the content claim).

Content requirements and traceability models
- In order to be credible and transparent towards consumers, the UTZ logo and claim can only be used if the certifiable ingredient is a key component of the product, meaning that it is included in the product name and/or picture. Please note that the brand owner has the final responsibility regarding credibility and transparency towards the consumers.
- To use the UTZ labeling logo on-pack, the minimum required UTZ certified content is:
  - For coffee, cocoa, rooibos and hazelnut (Segregation and Identity Preserved¹): 90%
  - For cocoa and hazelnut (Mass Balance²): 100%
  - For tea and herbal tea (Segregation and Identity Preserved): 30%

Where to place the logo
The logo can be placed anywhere on the packaging, not necessarily next to the text claim.

¹ This can be either www.utz.org or the URL of your own brand/company website, provided a reference to UTZ can be found on that specific landing page, i.e. www.yourbrand.com/utz
² Identity Preserved (IP): The identity of a certified producer/producer group is maintained along the supply chain. The product can be traced all the way back to the producer/producer group that it originates from.
³ Segregation (SG): UTZ certified product from different producers/producer groups is mixed. The product was produced by UTZ certified producers/producer groups, however the identity of the specific producers is lost.
⁴ Mass balance traceability allows a proportion of the outputs of a SCA to be sold with an UTZ MB claim, corresponding to the quantity of UTZ certified inputs (and considering the conversion rates). The UTZ certified product physically enters the supply chain but is not physically separated from non-certified product throughout the entire chain.
4. Which logo and text should I use?

- The *traceability model* determines the type of product claim allowed (see also chapter 3). There are two options⁵: the purchasing claim (for the Mass Balance traceability model) and the content claim (for the Identity Preserved and Segregation model).
- The product claim option determines the wording used in the text claim.

<table>
<thead>
<tr>
<th>Product</th>
<th>Traceability model</th>
<th>Product claim</th>
<th>Wording text claim</th>
<th>Go to</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Cocoa</td>
<td>• 100% Mass Balance</td>
<td>• Purchasing claim</td>
<td>• '[Company] buys/sources'; '[Company] supports'</td>
<td>• 4.1</td>
</tr>
<tr>
<td>• Hazelnut</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Coffee</td>
<td></td>
<td>• Segregation</td>
<td>• Content claim</td>
<td>• Coffee, cocoa, hazelnut: 4.2.</td>
</tr>
<tr>
<td>• Cocoa</td>
<td></td>
<td>• Identity Preserved</td>
<td>• '[Ingredient] was grown'; '[Ingredient] is UTZ certified'</td>
<td>• Tea: 4.3</td>
</tr>
<tr>
<td>• Hazelnut</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Tea (including rooibos and</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>herbal tea)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4.1. Cocoa and hazelnut Mass Balance products

**4.1.1. Purchasing claim**

- Currently not all origins offer UTZ certified products. Within the Mass Balance system, these volumes can be compensated through the purchase of cocoa/hazelnut from origins where there is enough UTZ certified product available.⁶
- The purchasing claim may be used when the cocoa/hazelnut content in products was fully (100%) covered with purchased UTZ certified volumes in accordance with the Mass Balance model.
- **Suggestions for on-pack text claims**
  - By buying UTZ certified cocoa [COMPANY/BRAND] supports sustainable cocoa farming. UTZ certified farmers have been trained to implement better farming practices, with respect for people and planet. UTZ is a program and label for sustainable farming worldwide. [www.utz.org](http://www.utz.org);
  - By buying UTZ certified hazelnuts, [COMPANY/BRAND] supports sustainable hazelnut farming. UTZ certified farmers implement better farming practices, with respect for people and planet. [www.utz.org](http://www.utz.org)
- For more examples and claims in other languages see the Labeling and Trademark Policy.
- Apart from this suggestion, members may compose their own text claims, but these must be approved by UTZ, and UTZ reserves the right to make the final decision about these text claims.

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⁵ For cocoa, there is a third option, the commitment claim: for complete ranges of cocoa-based products based on a company’s commitment to source 100% UTZ certified cocoa over a given timeframe. Please refer to the Labeling Policy for more information.

⁶ There are, however, some limitations with regard to the use of the UTZ labeling logo when the origin is specifically mentioned on-pack. Please refer to the full Labeling and Trademark Policy for these limitations.
4.1.2. Type of labeling logo
The percentage of cocoa/hazelnut in the product determines which labeling logo to use, illustrated by the scheme below. The possible labeling logos are: full logo or product logo. Members who are eligible to use the ‘full’ UTZ labeling logo (with or without pay-off) may choose to use the UTZ labeling logo with product specification. This is not possible the other way around.

4.2. Coffee, cocoa and hazelnut Segregation/Identity Preserved products

4.2.1. Content claim
- A content claim states that the ingredient in the product is UTZ certified and is physically processed into the final product. A content claim can be made if the manufacturer makes use of the traceability model of Segregation or Identity Preserved.
- For coffee, cocoa and hazelnut products the content claim applies only to fully certified products (containing 90% or more certified content).
- **Suggestions for on-pack content claims**
  - This coffee was grown by UTZ certified farmers who have been trained to implement better farming practices, with respect for people and the planet. UTZ is a program and label for sustainable farming worldwide [www.utz.org](http://www.utz.org).
  - The cocoa in this product was grown by UTZ certified farmers who implement better farming practices, with respect for people and the planet. [www.utz.org](http://www.utz.org).
- For more examples and claims in other languages see the Labeling and Trademark Policy.

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7 A limited amount of mixing (representing no more than 10% of the volume of the UTZ product) may occur.
• Apart from this suggestion, members may compose their own text claims, but these must be approved by UTZ, and UTZ reserves the right to make the final decision about these text claims.

4.2.2. Type of labeling logo

The percentage of coffee/cocoa/hazelnut in the product determines which labeling logo to use, illustrated by the scheme below. The possible labeling logos are: full logo or product logo. Members who are eligible to use the ‘full’ UTZ labeling logo (with or without pay-off) may choose to use the UTZ labeling logo with product specification. This is not possible the other way around.

4.3. Tea (including rooibos and herbal tea) Segregation/Identity Preserved products

4.3.1. Content claim

• A content claim states that the ingredient in the product is UTZ certified and is physically processed into the final product. A content claim can be made if the manufacturer makes use of the traceability model of Segregation or Identity Preserved.

• For rooibos products the content claim applies only to fully certified products (90% or more certified content).

• For (blends of) tea and herbal tea products a minimum of 30% certified content is required to use the content claim (see schemes in 4.2.3).

• Suggestions for on-pack content claims
  o The [CERTIFIED INGREDIENT] / xx% of the [CERTIFIED INGREDIENT] in this product was grown by UTZ certified farmers who have been trained to implement better farming practices, with respect for people and the planet. UTZ is a program and label for sustainable farming worldwide. www.utz.org
  o The [CERTIFIED INGREDIENT] / xx% of the [CERTIFIED INGREDIENT] in this product was grown by UTZ certified farmers who implement better farming practices, with respect for people and planet. www.utz.org

8 At least 90% of the ingredient must be UTZ certified
9 A limited amount of mixing (representing no more than 10% of the volume of the UTZ product) may occur.
In case of (blends with) certified herbal tea products, the cooperation between UTZ and UEBT must be mentioned in the text claim, i.e.:

- This herbal tea / xx% of this herbal tea / the herbs in this tea was/were produced by UTZ certified farmers who implement better farming practices, with respect for people and planet. For herbal teas, UTZ works together with the Union of Ethical BioTrade (UEBT). www.utz.org www.uebt.org
- This herbal tea / xx% of this herbal tea / the herbs in this tea was/were produced by UEBT/UTZ certified farmers. www.utz.org www.uebt.org

For more examples and claims in other languages see the Labeling and Trademark Policy.

Apart from this suggestion, members may compose their own text claims, but these must be approved by UTZ, and UTZ reserves the right to make the final decision about these text claims.

4.3.2. Type of labeling logo
The total of tea, rooibos and herbal tea ingredients in the product and the percentage of UTZ certified content determines which labeling logo to use, illustrated by the scheme below. The possible labeling logos are: full logo, product logo and % logo. Members who are eligible to use the ‘full’ UTZ labeling logo (with or without pay-off) may choose to use the UTZ labeling logo with product specification. This is not possible the other way around.
• **Certifiable content** \(^{10}\) (percentage): total of all tea, rooibos and herbal tea ingredients (as a percentage of the total weight of the product) that may be certified. Ingredients that do not count for the certifiable content include flavors, aromas, water, and sugar.

• **UTZ certified content** (percentage): total of UTZ certified tea, rooibos and/or herbal tea ingredients (as a percentage of the certifiable content).

**Minimum requirements for UTZ certified content**

We encourage our partners to use fully certified tea, rooibos and herbal tea in the blend. However, if this is not possible due to the limited availability of any of the ingredients, it is currently allowed to use the logo when:

For pure products (only one certifiable ingredient):
- For tea: a minimum of 30% of the tea content is UTZ certified
- For herbal tea: a minimum of 30% of the herbal tea content is UTZ certified. Please note the minimum percentage of 30% is valid until 2019. This will increase to 40% for 2019 and 2020 and to 50% for 2021 and 2022.
- For rooibos: a minimum of 90% of the rooibos content is UTZ certified

For blends (mix of certifiable ingredients):
- The blend must contain a minimum of 30% UTZ certified content
- An ingredient **can only be included in the calculation of this percentage** if the minimum requirement is met for that specific product (see minimum requirements for tea, herbal tea, rooibos above). If it cannot be included, make sure that the other certifiable ingredients in the blend has a higher certified percentage in order to reach the minimum of 30%.
- For an illustration of the calculation, please refer to the examples in Appendix I.

### 5. Requirements for off-pack Trademark use

- For off-pack communications, members are required to use the UTZ corporate logo (see chapter 6), instead of the UTZ labeling logo. The UTZ corporate logo does not include the word ‘Certified’.
- The use of the UTZ corporate logo without a text claim is permitted, but using the logo without any explanation is not recommended. UTZ strongly recommends using the ‘Better Farming Better Future’ logo off-pack.

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\(^{10}\) For products that contain one or more **minor herbal ingredients**, it is allowed to exempt those ingredients from the certifiable content. A minor ingredient is an herbal ingredient that is equal to or less than 3% of the total weight of the product (excluding water). Exemption is allowed under the following conditions:
- The sum of exempted minor herbal ingredients is equal to or less than 10% of the total weight of the product (excluding water).
- The exemption is only applicable for products with a certified content of 90% or more of the certifiable content (situations 1 and 3 in the figure above).
### 6. Design

#### Different UTZ logos

There are different types of logos available.

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>UTZ corporate logo</td>
<td>UTZ without the word 'Certified'</td>
<td><img src="image" alt="UTZ corporate logo" /></td>
</tr>
<tr>
<td>UTZ labeling logo</td>
<td>‘Full’ UTZ labeling logo with pay-off</td>
<td><img src="image" alt="‘Full’ UTZ labeling logo with pay-off" /></td>
</tr>
<tr>
<td></td>
<td>‘Full’ UTZ labeling logo without pay-off</td>
<td><img src="image" alt="‘Full’ UTZ labeling logo without pay-off" /></td>
</tr>
<tr>
<td>UTZ labeling logo</td>
<td>UTZ labeling logo with product specification</td>
<td><img src="image" alt="UTZ labeling logo with product specification" /></td>
</tr>
<tr>
<td></td>
<td>UTZ labeling logo with percentage specification</td>
<td><img src="image" alt="UTZ labeling logo with percentage specification" /></td>
</tr>
</tbody>
</table>

Or other %
Sizes and positioning
- The elements of the UTZ logos are fixed and their font and proportions may not be changed. A blank space should be left around the logo.

- The minimum width of the flag is 11 mm (measured by the outer points of the flag).
- The width of the flag for packaging should not be larger than half of the own brand logo.

Color use
- UTZ provides the labeling logo in two color combinations: red/white and black/white
- Each category is available in a positive and a diapositive (negative or reversed color) version. UTZ mainly uses the red flag with white text in its own communications, we recommend using this variety
- Always choose the flag color that contrasts most with its background
- Please note that only two colors may be used, and that the outer border must be visible

UTZ red:
1. Red flag with white text (positive)
2. White flag with red text (diapositive)

Black and white:
3. Black flag with white text (positive)
4. White flag with black text (diapositive)

Color values of UTZ red
- PMS / Pantone: 1955
- CMYK: C 5, M 100, Y 60, K 37
- RGB: R 142, G 0, B 43
- HTML: 931638
- RAL: 020 30 48

Available files
- All UTZ logos, in various languages, can be downloaded in high resolution (.eps file) from the Good Inside Portal. You can find them under the tab Downloads in the folder ‘6. UTZ logos’.

www.utz.org
Appendix I. Calculation examples for Tea Labeling

Minimum requirements for UTZ certified content

For pure products (only one certifiable ingredient):
• For tea: a minimum of 30% of the tea content is UTZ certified
• For herbal tea: a minimum of 30% of the herbal tea content is UTZ certified. Please note the minimum percentage of 30% is valid until 2019. This will increase to 40% for 2019 and 2020 and to 50% for 2021 and 2022.
• For rooibos: a minimum of 90% of the rooibos content is UTZ certified

For blends (mix of certifiable ingredients):
• The blend must contain a minimum of 30% UTZ certified content
• An ingredient can only be included in the calculation of this percentage if the minimum requirement is met for that specific product (see minimum requirements for tea, herbal tea, rooibos above). If it cannot be included, make sure that the other certifiable ingredients in the blend have a higher certified percentage in order to reach the minimum of 30%.

Example 1: A blend of 50 g tea and 50 g herbal tea = 100 g

1. The product must contain at least 30% total UTZ certified content (of 100 g certifiable content = 30 g) to allow the use of the UTZ logo AND
2. The minimum requirement for being included in the calculation of the UTZ certified content is:
   o 30% of the tea content (50 g) is UTZ: = 15 g
   o 30% of the herbal tea content (50 g) is UTZ = 15 g

➢ There are several options to meet the certified content criteria:\[11\]
1. UTZ tea only  : ≥ 30 g tea
2. UTZ herbal tea only  : ≥ 30 g herbal tea
3. UTZ tea +UTZ herbal tea  : ≥ 15 g tea + ≥ 15 g herbal tea

The labeling logo used will be the 30% UTZ logo for all 3 options.

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[11] Please note that the product may contain any percentage of UTZ (herbal) tea, but it only ‘counts’ for the % UTZ certified if at least the minimum requirement is met.
Example 2: A blend of 50 g rooibos and 50 g herbal tea = 100 g

1. The product must contain at least 30% total UTZ certified content (of 100 g certifiable content = 30 g) to allow the use of the UTZ labeling logo AND
2. The minimum requirement for being included in the calculation of the UTZ certified content is:
   - 90% of the rooibos content (50 g) is UTZ: = 45 g
   - 30% for the herbal tea content (50 g) is UTZ = 15 g

➤ There are several options to meet the certified content criteria:\)
   1. UTZ rooibos only : ≥ 45 g rooibos
   2. UTZ herbal tea only : ≥ 30 g herbal tea
   3. UTZ tea + herbal tea : ≥ 45 g rooibos + ≥ 15 g herbal tea

The labeling logo is different for each of the 3 options: 45%, 30% and 60% logo respectively.

Example 3: Exemption of minor herbal ingredients
For products that contain one or more minor herbal ingredients, it is allowed to exempt those ingredients from the certifiable content. A minor ingredient is an herbal ingredient that is equal to or less than 3% of the total weight of the product (excluding water). Exemption is allowed under the following conditions:

- The sum of exempted minor herbal ingredients is equal to or less than 10% of the total weight of the product (excluding water).
- The exemption is only applicable for products with a certified content of 90% or more of the certifiable content (situations 1 and 3 in the figure above).

In the example below, herb x and herb y can be exempted from the certifiable content. In the case of a product of 100 g, the total certifiable content is 84 g. The product can carry a full UTZ logo if at least 90% of the certifiable content is certified (75.6 g).

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>% of total weight</th>
<th>% certifiable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black tea</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>Herbal tea</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Herb v</td>
<td>49%</td>
<td>49%</td>
</tr>
<tr>
<td>• Herb w</td>
<td></td>
<td>25%</td>
</tr>
<tr>
<td>• Herb x</td>
<td></td>
<td>15%</td>
</tr>
<tr>
<td>• Herb y</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>• Herb z</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Flavor</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>84%</td>
</tr>
</tbody>
</table>

12 Please note that the product may contain any percentage of UTZ (herbal) tea, but it only 'counts' for the % UTZ certified if at least the minimum requirement is met.