

Publicizing your certification

Correct use of IQC GLOBALGAP logo

- Approval of Agricultural Produce according to the GLOBALG.A.P standard in your farm contributes to the improvement of the product, and expresses your organization's commitment to quality and continuous improvement.

Usage of your certification logo as a marketing tool

- You may print the logo on your letterhead, brochures, ads, marketing vehicles and all advertising materials and on the website of your organization.

Advertise the quality logo across all your advertising and increase your market share!

- The criteria for the use of the logo ensure that customers and consumers of your produce are not misled regarding the products of your organizations that have been certified.



Guidelines for the use of a logo confirming the GLOBALG.A.P compliance

1. Use only the logo approved for you according to the certificate issued to your organization by IQC - Institute for Quality Control, which was provided to you by email. The logo will be clearly printed and readable. You can enlarge it without changing the proportions or colors of the logo.
2. The logo should be used on B2B marketing documents, such as: Delivery notes, Invoices and/or packing-lists of certified product for local market and/or export.
3. The logo must always be used with the unique GLOBALG.A.P identification number assigned to your organization (GGN).
4. **It is forbidden to use the IQC certification logo on the product or any product packaging material.**
5. (On the product packaging only the GGN/CoC # shall be indicated, near the producers details).
6. The certification logo must be used only in relationship to the scope that is declared on the certificate and not in relationship to other scopes or activities.
7. The logo should not be used in case of suspension or cancellation of a certificate.
8. You must comply with all the GLOBALG.A.P rules in regards to the use of the GLOBALG.A.P. trademark and logo – attached below for your comfort.
9. With any question / request regarding the publication of the certification Logo, please contact the IQC Information Center.

Good Luck !

IQC – much more than a certificate