

	MS AGROLAND SERVICES PRIVATE LIMITED (MS ASPL)	Doc no.	ASPL-CD-PR-29
		Issue no.	01
	Use of Certificates, Certification and Accreditation Marks	Issue date	15.03.2021
		Revision no.	03
		Revision date	06.02.2023

Purpose

The purpose of this document is to ensure proper use of Certificates, Licenses and certification marks; Accreditation marks, Certification statements by certified clients of the Certification of MS Agroland Services Pvt. Ltd.

Scope

- This document provided the rules governing the use of all certificates issued and certification marks provided by MS Agroland Services Pvt. Ltd.
- The referenced documents provide the rules governing the use of accreditation body marks (see section 3 below)
- The referenced documents provide the rules governing the use of any statement on product packaging or in accompanying information that the certified client has a certified Organic Standard System

Responsibility

- Certified clients shall comply with the rules provided in this document.
- MS Agroland Services Pvt. Ltd. Auditors and concerned personnel of certification body are responsible for verifying, at each visit, that certified clients use certificates, licences and certification marks; and accreditation body marks in accordance with the rules provided in this document and reporting infringements to the same, if any.
 - o When continuing use of a product certification mark is authorized for placement on a product (or its packaging, or information accompanying it) of a type which has been certified, surveillance shall be established and shall include periodic surveillance of marked products to ensure ongoing validity of the demonstration of fulfilment of product requirements.
 - o When continuing use of a product certification mark is authorized for a process or service, surveillance shall be established and shall include periodic surveillance activities to ensure ongoing validity of the demonstration of fulfilment of process or service requirements.

Process

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Section 1: Use of MS Agroland Services Pvt. Ltd. (MS ASPL) certificates and certification marks

- 1.1. MS ASPL will provide its certified clients with the relevant certification mark(s).
- 1.2. Certified clients may utilize the certification mark in communication media such as the internet, brochures, letter head, envelopes, business cards and certain packaging (see Table 1).
- 1.3. When permitted, this mark can be used in conjunction with the relevant accreditation mark (see Section 3 below for references to the additional rules on the use of accreditation body marks).
- 1.4. When displayed in conjunction with the accreditation mark(s), MS Agroland Services Pvt. Ltd.'s (Agrocert) mark(s) may only be reproduced in black. When displayed without the accreditation mark(s), MS Agroland Services Pvt. Ltd.'s mark(s) may be reproduced in combined of green and orange of MS Agroland Services Pvt. Ltd, in the predominant colour of the letterhead or printing. The mark may only be reproduced on a clearly contrasting background.
- 1.5. If the scope of certification does not include all products and/or services provided by the organization, and/or all locations/facilities of the organization, the material bearing the mark shall not suggest that all products/services/sites/locations of the organization are covered by the scope of certification.
- 1.6. The mark(s) cannot be altered or modified. However, it may be resized, provided the proportions of the entire mark are maintained and all features of the mark are clearly distinguishable.
- 1.7. The client shall not use the certificate and/or the certification mark(s) provided by MS Agroland Services Pvt. Ltd. (Agrocert) in such in a manner that would bring MS Agroland Services Pvt. Ltd. (Agrocert) and/or the Accreditation Body or, and/or the Organic Standard System into disrepute and loss of public trust, and shall not make any statement regarding its product certification of MS Agroland Services Pvt. Ltd. may consider to be misleading or unauthorized.
- 1.8. Colour photocopies or electronic copies of original "paper" versions of the certificates may be in full colour, and need to be WATERMARKED or otherwise marked as being a COPY of the original.
- 1.9. Electronic versions of the certificates provided by MS Agroland Services Pvt. Ltd. (Agrocert) and identified as such, can be used by the certified client for publicity/promotional and/or printing purposes without being watermarked or otherwise marked as being a copy of the original. The certificate can be used "as provided" by MS Agroland Services Pvt. Ltd. and cannot be altered or modified.

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1.10. The right to use the certification mark by the organization cannot be assigned to or acquired by any other person, entity, or corporation (including through a change of ownership of the organization) without MS Agroland Services Pvt. Ltd.'s prior written consent.

1.11. Upon a reduction of the scope of certification, the client shall amend all advertising material referring to its certification to properly reflect the reduced scope.

1.12. Upon withdrawal or termination of its certification, the client shall discontinue its use of all advertising material that contains a reference to certification, and take actions as required by the certification scheme and any other required measures as directed by MS Agroland Services Pvt. Ltd.

Contractual obligation: Correct use of the certificate, certification mark or accreditation mark is a contractual obligation and will be monitored at surveillance and certificate renewal assessments. Any misuse of the certificate, certification mark by the client may result in suspension or withdrawal of the certification-by- MS Agroland Services Pvt. Ltd. MS Agroland Services Pvt. Ltd.'s considerations with respect to suspension or withdrawal will be as follows:

1.12.1. Inadvertent misuse: with this activity, the organization will be required to immediately withdraw the offending materials, or MS Agroland Services Pvt. Ltd. will suspend certification until the misuse is rectified. Repeated inadvertent misuse will not be accepted by MS Agroland Services Pvt. Ltd. and therefore will be cause for withdrawal of certification.

1.12.2. Fraud: with an activity considered premeditated on the part of the organization, MS Agroland Services Pvt. Ltd. may withdraw certification and publish notices to that effect in the directory of certified companies.

Section 2: Additional information

2.1 If you have any questions as to whether your proposed use of the certification marks on an advertisement, brochure or other promotional material is in compliance with these guidelines, please send a sample to MS Agroland Services Pvt. Ltd. for review.

2.2 For the use of the certification mark on electronic documentation (i.e., websites), the same rules as stated in these guidelines apply.

Section 3: Use of accreditation body marks

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3.1 When permitted, the client is only authorized to use the accreditation marks provided by MS ASPL and appearing on the certificates issued to the client by MS ASPL as per “procedure of accreditation claims and use of the IOAS accreditation symbol (ASPL-CD-PR-28)”.

Section 4: Use of Organic Standard Certification Marks

4.1 Use of licenses, certificates and marks of conformity as per COR

Application for certification:

Any person who wishes to package or label an organic product, other than a product in respect of which they hold a certificate must apply in writing to the certification body for certification of the activities.

Application Content

The application must contain.

- 1- Indication of the type of organic product.
- 2- Statement that sets out the substances and materials that the applicant will use to package or label the organic product and describes the manner in which those substances and materials will be used.
OR
The client has to provide the substances list with the percentage used to make the organic product.
- 3- The operator has to provide a document that sets out in detail the method that the applicant will use to package or label the organic product and the control mechanisms that the applicant will put in place to ensure that those methods meet the requirement as per the CAN/CGSB-32.310. 2020 & SFCR -13

Certificate

The certification body must provide the applicant with a certificate that confirms the certification of the packaging or labelling of the organic product and that indicates the type of organic product to which it applies and the period of validity.

Period Validity

The Certification of the packaging or labelling of an organic product is valid for 12 months beginning on the day on which it is granted.

Labelling and Advertising.

A- Organic APPROVALS:

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The expressions of “organic”, “organically grown”, “organically raised” and “organically produced” any similar expressions, including abbreviations of, symbols for, and phonetic renderings of those expressions, may be shown on the label or used in the advertisement of a food commodity with the below reference of

- (a) the food commodity is an organic product.
- (b) in the case of a multi-ingredient food commodity, at least 95% of its contents are organic products.

B- Organic ingredients

A multi-ingredient food commodity is an organic product but less than 95% of its contents are organic products, it may be labelled with or advertised using the expression “organic ingredients” if that expression is

- o (a) immediately preceded by the percentage of its contents that are organic products, rounded down to the nearest whole number.
- o (b) in characters of the same height and prominence as the words, numbers, signs or symbols that indicate that percentage.

C-Multi-ingredient food commodities

A list of ingredients that are shown on the label of a multi-ingredient food commodity that is not an organic product may indicate which of the ingredients are organic products.

D- Additional information

The label of a food commodity must also bear as follows:

- 1- The name of the MS ASPL that certified the food commodity as organic.
- 2- In the case of a food commodity that is imported, the name of the certification body or the name of the entity accredited by a foreign state certified the food commodity as organic.
- 3- In the case of a multi-ingredient food commodity that is sent or conveyed from one province to another or that is imported, the organic contents are identified as organic in its list of ingredients.
- 4- In the case of a food commodity that is imported and on whose label the product legend is set the expression “Product of” immediately preceding the name of the foreign state of origin or the word “Imported” in close proximity to that product legend.

Official languages

- **Expression and name** must be shown on the label of a food commodity in both official languages of Canada.

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- **Marginal note: Exception**

An expressions and information may be shown on the label of a food commodity in only one official language if the food commodity is following:

A food, if subsection B.01.012(3), (7) or (11) of the [Food and Drug Regulations](#) allows the required information to be shown in only one official language.



The product legend is to appear in black with a white background (as illustrated), in black with a transparent background or in colour. If it appears in colour, the background is white or transparent, the outer and inner borders as well as the hills are green (Pantone no. 368), the maple leaf is red (Pantone no. 186) and the lettering is black.

Section -05 Abusive use or false statement regarding a product’s certification or the incorrect use of certification marks

Contractual obligation:

Correct use of the certificate, certification mark or accreditation mark is a contractual obligation and will be monitored at surveillance and certificate renewal assessments. Abusive use or false statement regarding a product’s certification or the incorrect use of certification marks by the client may result in suspension or withdrawal of the certification by MS ASPL.

MSASPL’s considerations with respect to suspension or withdrawal will be as follows:

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Inadvertent misuse: with this activity, MSASPL will issue a notice to the client and organization will be required to immediately withdraw the offending materials, or MS ASPL will suspend certification until the misuse is rectified.

Repeated misuse will not be tolerated by MS ASPL and therefore will be cause for withdrawal of certification.

Fraud: with an activity, i.e. abusive use or false statement, considered premeditated on the part of the organization, MS ASPL will withdraw certification and publish notices.

Monitoring: MS ASPL will monitor the certified operator for compliance through surveillance and certificate renewal assessments. MS ASPL shall also performed verification on the local market shelf's product display, websites, and marketing material of the operator's product.

References:

ASPL-CD-ANX-10- Logo uses guidelines

PL0515- Policy on Accreditation Claims and Use of the IOAS Accreditation Symbol.

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