



NASAA LABEL STYLE GUIDE

1. INTRODUCTION

This Guide provides information on the use of the NASAA certification labels. It covers use on certified products and rules for use in promotion and advertising.

It has been developed to ensure consistency in the use of all labels at the point of application. This is important to reinforce the label recognition and certification status at the point of sale.

All labels must be approved prior to use.

2. NASAA LABELLING RULES

2.1 Only NCO certified licensees may use the NASAA Name and Label.

2.2 Please refer to the NASAA Organic Standard 2.18 USE OF NASAA LABEL and 2.17 CONVERSION LABELLING for specific requirements.

2.3 The relevant NASAA Label(s) is/are set out in the licensee's NCO Operator Contract.

2.4 The relevant NASAA Label(s) may be attached to certified goods, their packaging and/or sales invoices, websites, and other promotional material with prior approval from NCO.

2.5 Information regarding the licensee's certification with NCO shall be portrayed in a manner which is clearly legible.

2.6 The NASAA Label MUST be accompanied by the licensee's Registration Number

2.7 Usage of the NASAA label and reference to certification shall be discontinued where a certified licensee is decertified or withdraws from certification. Suspended operators may not trade as certified or market products with the label or NASAA/NCO name until the suspension is lifted.

2.8 The person or company legally responsible for the production or processing of the product must be on the label (name and address).

2.9 The certification status must be correctly stated on the label.

2.11 Conversion Labelling can be applied subject to the above. Any reference to Organic must be in the context of Organic IN CONVERSION

2.12 Designs, art work & advertising incorporating the NASAA name and/or label must be approved by NCO prior to use. Licensees must submit product packaging incorporating the NASAA label to NCO for approval prior to printing/publication.

2.13 Labels are available from NCO in a variety of formats.

Additional certification programs and relevant labelling

Please note there are specific labelling requirements for different export markets. Please discuss your labelling requirements with the NCO certification Staff prior to using international organic labels/logos.

3. COLOUR SPECIFICATIONS

The following table provides a guide to the applicable colour specifications for each NASAA label type

LABELS	Multicolour	Single Colour (Dark Green/Tan)	Black on White (or other neutral background)
ORGANIC	√	√	√
CONVERSION TO ORGANIC	-	√	√
INPUT FOR ORGANIC PRODUCTION	√	√	√
BIO-DYNAMIC	√	√	√
BIO-DYNAMIC IN CONVERSION	-	√	√
TRADER	-	√	√

The applicable colour tones (Pantone Numbers) for versions of the NASAA labels.

	PANTONE NUMBER
DARK GREEN	554
LIGHT GREEN	104
TAN (CONVERSION LABELS ONLY)	470

As a general rule no other colours may be used except Black on White or other neutral background. Requests for variations must be made to NCO for consideration.

4. CERTIFICATION PROGRAMS AND ASSOCIATED LABELS

AUSTRALIAN PRODUCERS & PROCESSORS

NASAA's standard certification program for Australian operators comes under the Department of Agriculture and Water Resources approval and certified operators use the relevant NASAA Label.

Those Australian producers and processors who opt for NASAA's additional IFOAM program and who meet IFOAM requirements may use the relevant NASAA Label + the IFOAM Seal. IFOAM Seal agreement must be signed prior to using the IFOAM Seal.

INTERNATIONAL OPERATORS

NCO's standard certification program for overseas producers and processors comes under IFOAM accreditation.







5. USE OF THE IFOAM SEAL







Use of the IFOAM seal is voluntary for Australian producers and processors (must be in conjunction with an IFOAM Accredited Program Certificate). The IFOAM seal is not applicable to Input Manufacturers, Approved Cosmetic or Traders, and NCO Domestic Program certified operators. It can be used with Organic or Conversion produce/products. The IFOAM Seal must be used as per the IFOAM Seal agreement. The NASAA Label with IFOAM seal is available from the NCO Office.

6. LABELS FOR SPECIFIC TYPES OF OPERATION



6.1 STANDARD PRODUCERS, PROCESSORS & NURSERY

Type	Mono	Colour
Organic		
Biodynamic		
Type	Organic	Biodynamic
Conversion		

6.2 DOMESTIC PRODUCERS (not for sales to wholesalers or for export)

Type	Organic	Biodynamic
Domestic Organic		
Domestic Conversion		

6.3 INPUT MANUFACTURERS

Type	Mono	Colour
Farm Input Manufacturers		

6.4 TRADERS

Type	Mono Black	Mono Green
Certified Traders	 <p>NASAA CERTIFIED TRADER</p>	 <p>NASAA CERTIFIED TRADER</p>