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**Notification:** 1901

**Category:** Update to the Australian Certified Organic Standard (ACOS) 2019v1

**Title:** Certified Allowed Input marketing and label claims

### Background

Section 9.5.3 of the ACOS does not allow any use of the word Organic in brand or product names, for certified Allowed Inputs for Organic farming (or processing).

This creates a situation where an Allowed Input manufacturer is better off *not* being certified – so they *can* use the word organic in the brand and product name. This also likely leads to increased confusion in the marketplace, and increased difficulty for certified organic farmers or processors when it comes to selecting inputs for their operation.

Other organic certification schemes within Australia, and globally, allow the use of the word Organic in Allowed Input logos, and in brand and product names, provided the use does not mislead.

Australian Organic has decided to amend section 9.5.3 of the Australian Certified Organic Standard, to allow the use of word Organic in brand or product names, as below.

### Update to Standard

**Delete** 9.5.1 – it is redundant.

**Replace** 9.5.3 (note due to deletion of 9.5.1 above, this point will now be numbered 9.5.2) with the following:

*9.5.2 The display of the word “organic” is allowed in brand names and product names of certified Allowed Inputs where a clear and legible asterisk (or similar symbol) is adjacent, with a corresponding and clearly legible footnote somewhere on the pack stating, “This product is allowable for use on farms (or in facilities) certified to the Australian Certified Organic Standard” or similar wording. Additionally, the product must not be described as “organic” in other marketing material without clear explanation, by footnote or similar, that the product itself is not “organic”, but is “allowed for use on organic farms (or facilities)”, or similar wording.*



*Labels and marketing materials must be prepared in a manner that prevents confusion or misunderstanding in the marketplace. It must be clear that these products are not certified organic food; fibre; or cosmetics, but rather are allowable for use on organic farms, or in organic handling or processing facilities.*

*In instances where individual ingredients constituting Allowed Inputs are certified organic they may be described as such on the label, so long as claims are not misleading. Labels must be approved by the Certification Body prior to market release.*

## **Implementation**

The above changes come into effect immediately upon publishing of this Notification. However, if labels have already been approved and/or printed, which no longer fall in compliance with this new wording, an appropriate phase out period can be applied by the Certification Body. Determination by the Certification Body of the length of time for phase out of old labels should include consideration of the potential for misunderstanding in the marketplace.

END