

MUTUAL RECOGNITION

Claim & Labeling Approval Request Processes for Companies

Guidelines



**RAINFOREST
ALLIANCE**



MUTUAL RECOGNITION OF CLAIMS & LABELS

From July 1st, 2019, the Rainforest Alliance will offer further mutual recognition options for our cocoa, tea and hazelnut programs.

This means that companies will be able to source Rainforest Alliance Certified™ or UTZ certified ingredients (or a mixture of both), and then use either the Rainforest Alliance Certified seal or UTZ label on pack (in accordance with the labeling policy and guidelines). This document aims to set out the initial steps required for a company to use this option, as well as the subsequent steps for each new claim or labeling approval request.

For any questions, please contact cs@ra.org.

PROCESSES

ONE TIME INITIAL SET UP: PREREQUISITES

To benefit from mutual recognition of volumes in their claims and labelling, companies must either hold Chain of Custody certification already for both the UTZ and Rainforest Alliance schemes, OR have successfully applied for and been granted mutual recognition at the chain of custody level.

Having this in place means that companies can receive volumes from both schemes and have accounts in both Marketplace (Rainforest Alliance) and the Good Inside Portal or MultiTrace (UTZ).

More information on applying for mutual recognition of chain of custody certification can be found [here](#). For companies wishing to apply for approval to use the Rainforest Alliance Certified seal on products containing UTZ certified materials, it is essential that they sign and upload into their Marketplace accounts a **License Agreement** for trademark use. This is required once per organisation, but must be signed before any claims based on mutual recognition can be approved.

Please note:

We acknowledge that the UTZ and Rainforest Alliance standards differ in their approach to genetically modified organism (GMOs). The Rainforest Alliance Standard prohibits the use of GMOs while the UTZ standard permits GMOs provided that the producer declares such use to UTZ. To date, UTZ has not received a producer GMO declaration. However, in the event that a producer declares GMO use in the future, that UTZ Certified product will not be eligible for the mutual recognition program.

Rainforest Alliance and UTZ are in the last stage of development of a new Rainforest Alliance standard, and the version that is now being proposed by Rainforest Alliance for second consultation contains a prohibition on the use of GMOs for all certified products. More details can be found on [consultation webpage](#).



CLAIM & LABELING APPROVAL REQUESTS

1. Design packaging or off-pack promotional materials with the Rainforest Alliance Certified seal or UTZ label following the corresponding trademark guidelines or policy and need to be uploaded to Marketplace for approval.
2. In 2-5 business days, receive approval or feedback on the design. Comments may include whether license/endorsement is in place and if traceability requirements are fulfilled.
3. If comments are received, make edits to the design and update approval request with the revised design, and/or upload a related invoice or a transaction ID from a relevant traceability system if requested.
4. The request will be reviewed again and an approval or comments on the designs will be provided.
5. If needed, repeat until design is approved.

FREQUENTLY ASKED QUESTIONS

Visit our website for [frequently asked questions](#) about mutual recognition.

Thank you for choosing to promote sustainability.