NOP labelling guidelines

These guidelines aim to provide an outline of the requirements for labelling products produced to the NOP standards or for export to and sale in the US under the UK/US organic equivalence agreement.

The full labelling requirements are set out in subpart D of the regulatory text, which are summarised on their website

Labelling

If a product is to be marketed both in the UK and the US and the same retail label applied, that label must meet the requirements of both the Soil Association and NOP standards. In this instance, please view the following requirements as additional to those set out in section 5.8 of the Soil Association standards. Guidelines covering these standards are also available.

If a separate label is designed to be used exclusively in the US, it only needs to meet the NOP requirements, as follows:

- **100% claims** – You may only refer to a product as 100% organic if it contains only organically produced ingredients. This excludes water and salt.

- **Organic claims** – To label a product as ‘organic’, it must contain no less than 95% organically produced ingredients. This excludes water and salt. Up to 5% of the ingredients may be non-organic agricultural ingredients as listed in 205.606 of the NOP standards; and/or other substances listed in 205.605 of the NOP standards. You may state the percentage of organic ingredients in the product name or elsewhere on the packaging. If you do so, the font used must be uniform and appear no more than half the size of the largest font on that panel. Should a non-organic ingredient be included in the name of a product, the name must not imply that the ingredient is organic.

- **Declaring the certification body** – The phrase ‘Certified organic by Soil Association Certification’ must appear on the information panel that identifies the handler or distributor of the product. No other text may be placed between our name and the name of the manufacturer or distributor.

- **Identifying ingredients** – All ingredients of multi-ingredient products must be declared, and the organic ingredients differentiated from the non-organic ingredients. This can be done by preceding each ingredient with either the word ‘organic’, or an asterisk linking to an explanatory statement below the ingredients list. Salt and water cannot be organic and so must not be described as such.
• **Use of the USDA symbol** – Application of the USDA symbol is optional. It can be used in conjunction with the Soil Association logo. Our symbol cannot be displayed more prominently than the USDA logo. It must not be applied to products containing less than 95% organic ingredients. It is permitted on bulk labels. There are three versions of the USDA logo and these can be obtained from their website https://www.ams.usda.gov/rules-regulations/organic/organic-seal

• **Products with 70-95% organic ingredients** – Products containing less than 95% organic agricultural ingredients cannot be described as ‘organic’. Instead, you may include the statement ‘made with organic [specified ingredients or food groups]’, provided this statement does not include more than three organic ingredients or three of the food groups listed in §205.304.a.1.ii. You may also include a statement claiming the percentage of organic ingredients used in the product. The font used for such statements cannot be made to stand out from the surrounding font, must be uniform, and must be no more than half the size of the largest font in that area on the label.

• **Products with less than 70% organic ingredients** – Such products cannot be described as ‘organic’. You may identify the organic components in the ingredient panel on the labelling and display the percentage level in the information panel. Please note that products with less than 70% organic ingredients would not be certified under SA standards.

• **Non-retail labels**
  Must include the traceability code unique to each batch. The USDA and SA symbols, organic status and reference to SA Certification are not compulsory.

• **Livestock feed labels**
  Livestock feed product labels must declare the certification body as above, but no other information is required besides the standard legal requirements. For details of these, contact the FDA or visit their website https://www.fda.gov/animal-veterinary/products/animal-food-feeds

• **Products in other than packaged form**
  Products retailed in other than packaged form can be sold or represented as ‘100% organic’ or ‘organic’, provided the term ‘organic is used to identify the organic ingredients listed in the ingredient statement.

**SA Certification procedures**

1. Please send in draft copies of your labels to us for approval before you print them.
2. We will review your labels and inform you of any changes you need to make.
3. Once any changes have been made, and the amended labels sent to us, we will send you written approval.
4. If you want to make changes to a product specification that will affect the ingredients panel, then you will need to amend the label and re-submit it for approval.

If labels are printed without our approval, and they do not comply with the labelling standards, we may ask for them to be reprinted.