



# OMRI Seal Use Policy

## The OMRI Listed Seal

The OMRI Listed® seal (the Seal) is a registered trademark that OMRI provides in electronic form to suppliers of OMRI Listed products. Variation in or changes to the Seal are in violation of this policy. Suppliers with OMRI Listed products can log in to the OMRI.org website and visit OMRI.org/suppliers/seal to download the OMRI seal.

Authorization to use the OMRI seal is granted:

- to those companies whose names appear on the most current *OMRI Products List*® (OPL) or *OMRI Canada Products List*® (OCPL) and on valid OMRI Listed certificates; and
- for use only with labels and formulations reviewed by OMRI for currently listed product names that appear on the most current *OMRI Products List* or *OMRI Canada Products List*, and on valid OMRI Listed certificates.

## Third-party OMRI Listed Claims and Ingredient Claims

It is ultimately the responsibility of the OMRI Listed supplier of record to see that use of the OMRI seal, OMRI logos and OMRI Listed claims in association with their product(s), including in promotional materials and on websites of distributors or other third parties, are in compliance with OMRI policy. OMRI Listed suppliers must be able to document a good-faith effort to police third-party use of the Seal in association with their products.

Product labels or promotional materials that state or suggest that the product contains OMRI Listed ingredients are in violation of OMRI policy. Even if such statements are true, they are not representative of the final product and therefore OMRI considers them to be misleading.

## Referring to OMRI Listed Status

Because some words carry very particular meanings in the context of the organic industry, it is important that products that appear on the *OMRI Products List* or *OMRI Canada Products List* are referred to specifically as “OMRI Listed” or “listed by OMRI.” Referring to an OMRI Listed product as “OMRI approved,” “OMRI certified,” “OMRI registered,” or as anything other than “OMRI Listed” is inaccurate and in violation of OMRI policy. It is also misleading to present OMRI listing in a way that implies organic certification of any kind. OMRI Listed is a trademarked term and cannot be used in whole or part to modify a product or brand name. Any reference to a product’s OMRI status that OMRI finds to be false or misleading is considered a violation of OMRI policy.

## OMRI Listed Certificates

OMRI Listed certificates are issued to suppliers of products that have successfully completed the OMRI product review process, and have been assigned an OMRI status of either Allowed or Allowed with Restrictions. Certificates are valid for 12-15 months (according to the quarterly renewal schedule) and must be renewed annually (see *OMRI Policy Manual*® §2.8). Notwithstanding the annual renewals cycle, an OMRI certificate may be revoked at any time (see *OMRI Policy Manual* §2.11).

OMRI Listed certificates for products that have been delisted are void. Suppliers of currently OMRI Listed products may display or reference only current, valid certificates for those products. Use of an expired, altered or voided certificate is a violation of OMRI policy.

## Licensing Agreement

Authorization to use the Seal is extended to distributors of currently listed products, provided the OMRI-reviewed label is used, and both the product and company names appearing on the current *OMRI Products Lists* and on valid OMRI Listed certificates are also displayed.

Suppliers are prohibited from extending authorization to any other company to use the OMRI seals under any other circumstances, such as for OMRI Listed products that are privately labeled or repackaged.

Authorization to use the OMRI Listed seal is immediately withdrawn upon:

- removal of the product or company name from the *OMRI Products Lists*, or
- any unreported changes to previously reviewed labels or formulations.

Each product marketed as a distinct product must obtain OMRI Listed status independent of any other product listing in order to use an OMRI seal or make OMRI Listed claims. Displaying the Seal in a way that could reasonably be thought to apply to a product that is not currently OMRI Listed is in violation of OMRI policy and trademark law. The product name and company name given on any product labels or in any advertising or promotional materials must match that which appears in the current *OMRI Products List* or *OMRI Canada Products List*. Private labels or repackages of OMRI Listed products require a separate application under OMRI's repackaged products policy [see *OMRI Policy Manual* §2.2.8] before the supplier may promote the product as OMRI Listed.

## Force of Agreement

By participating in the OMRI Review Program and agreeing to have their products listed by OMRI, suppliers agree to abide by and comply with OMRI policies. In accordance with OMRI policy and trademark law, all parties who supply, market or distribute products for use in production, processing or handling of food or fiber are required to honor the integrity of the OMRI seal. If any OMRI Listed product is found to contain a prohibited material, the OMRI Listed supplier may be required by OMRI to recall all products containing the prohibited material. If any party is found to be in violation of the OMRI seal use policy, OMRI will require that party to take immediate corrective action. Such actions may include, but are not limited to:

- removal or modification of the OMRI seal on product labels, and in advertising and promotions (in print, electronic or broadcast media);
- removal or correction of references made to a product's OMRI status in the content of advertising or marketing materials;
- modification of a website or other media in order to clarify which specific products have OMRI Listed status;
- removal of the OMRI seal and claims from product labels, by either recalling the product or covering the Seal and unauthorized references to OMRI; and
- discontinued circulation of advertising, promotional materials, catalog listings, and all other media describing or promoting the product as OMRI Listed.

OMRI reserves the right to take legal action against a supplier or any other party for any unauthorized use of the trademarked OMRI seal, and to seek damages and reimbursement of attorney fees and costs incurred in bringing any civil action or arbitration to enforce its rights in licensing the OMRI seal. In addition to legal actions, OMRI reserves the right to forfeit a product review or remove a product from the appropriate *OMRI Products List* for violation of this policy.

## Products Available Logo

An OMRI Listed Products Available logo may be used by companies that produce, supply or distribute OMRI Listed products. The Products Available logo may be used on company websites, brochures, catalogs and other media that are not directly related to an OMRI Listed product. It is not a substitute for the OMRI seal.

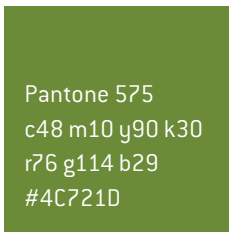




# OMRI Seal Guidelines

To ensure that your customers clearly recognize your product as legitimately OMRI Listed, and in order to take the best advantage of OMRI's promotion of the Seal, we ask that you carefully follow these guidelines when incorporating the OMRI Listed seal into your product label. Clear representation of the Seal helps OMRI and product consumers recognize and eliminate fraudulent products.

## Color



The OMRI Listed seal should be placed on a white background to optimize the vibrancy of the OMRI identity.

**PANTONE:** The preferred printing is with Pantone Spot Color, and should be used when possible.

**CMYK:** Printing using 4-color process is usually less expensive than using special Pantone ink.

**RGB/HEX:** The Seal can be used in RGB or HEX formats for electronic purposes only.

**BLACK & WHITE:** The alternate black and white version should only be used when printing is limited to one color.

**REVERSED:** The Seal reversed out of any medium or dark solid color is permissible, but not preferred.



color Seal



black Seal



reversed out from any dark color

## Clear Space and Size

The OMRI seal should be allowed breathing room, and should not be placed too close to text or other graphics. Provide a minimum border around it equal to the height of the "T" in "LISTED" whenever possible.



### Minimum Size

When possible, no smaller than .75" wide.

## DO NOT do the following:



Do not change the Seal font.



Do not stretch or distort the Seal.



Do not change the Seal color.



Do not type over the Seal.

## Additional Wording

The Seal is available with optional, additional wording that directs consumers to the OMRI website, where they can verify a product's scope and uses. This wording is available in English, Spanish and French.



## Additional Guidelines

You are encouraged to add other wording to your packaging that fits your design and offers your customers information that is valuable to them. Some examples might be:

- “OMRI Listed for organic use under the U.S. [or Canadian] organic regulations”
- “Visit [OMRI.org/mfg/zzz](https://www.omri.org/mfg/zzz) for information on appropriate uses”
- “Browse all of our OMRI Listed products at [OMRI.org/mfg/zzz](https://www.omri.org/mfg/zzz)”

### When referring to OMRI, use the terms:

- “OMRI Listed”
- “For Organic Use”
- “For Organic Production”

### DO NOT use these terms:

- “OMRI Approved”
- “OMRI Certified”
- “Certified Organic”

### Linking to your OMRI.org page

To create a custom URL directing consumers to your company's OMRI Listed products or certificates, you can simply add your company code to this address: [OMRI.org/mfg/\\_\\_\\_](https://www.omri.org/mfg/___)

To find your company code, enter the name of your company into the search bar at the top of [OMRI.org](https://www.omri.org). In the search results, look for your company listing or one of your product listings. Your Company Code is a three-letter code, and is included in your products' Product Code. For example, **zzz**-1234.



Browse our OMRI Listed products and view important use restrictions at [OMRI.org/mfg/zzz](https://www.omri.org/mfg/zzz)