

Use of the IFOAM PGS LOGO

Rationale

The idea behind this logo is to facilitate identification of PGS programs around the world and help build a sense of belonging to one community of practices and one approach, under the IFOAM umbrella. The logo was designed in the course of 2010, as part of the implementation of a strategic plan developed by the IFOAM PGS Committee during its 2010 meeting in Bhutan. The IFOAM Executive Board has approved the logo in February 2011.

Procedure

The use of this logo goes along with a quality review of PGS initiatives. IFOAM will grant permission to use the logo to all PGS initiatives that will be officially recognized, once they have passed an evaluation by the IFOAM PGS Committee. This evaluation is mainly based on a revision of the IFOAM PGS Self-Evaluation Form (SEF) compiled and submitted by the applicant PGS initiative together with other documents and information provided by the applicant to support the data on the SEF. This revision will determine whether the initiative fulfills the key characteristics and principles of PGS, as laid down in the PGS concept document “Shared Vision, Shared Ideals”.

Preconditions for official recognition and to use the logo

1. IFOAM membership
2. The Standard adopted by the applicant PGS must be approved in the IFOAM Family of Standards (FoS)

Conditions for maintenance of official recognition and use of the logo

PGS initiatives officially recognized by IFOAM will be allowed to use the logo on their websites, flyers and other communication materials, but not on the organic products. In order to maintain the status, the PGS initiatives will submit revised versions of the SEF and promptly communicate to the IFOAM PGS Coordinator any changes to the answers previously provided. The status will only be maintained if the standard adopted by the recognized PGS initiative remains in the IFOAM FoS.

Unlike other logos in the IFOAM Organic Guarantee System, the use of the PGS logo by listed PGS initiatives is free of charge.

Further information

PGS initiatives interested in using the logo should contact the IFOAM PGS Coordinator at pgs@bio.org.

IFOAM thanks the designers from the Keystone Foundation (India) for their patient and dedicated work to elaborate this logo in collaboration with the IFOAM PGS Committee.

The logo is solely the property of IFOAM and non-approved use of the logo is strictly forbidden. Procedure approved by the IFOAM PGS Committee in July, 2013.