

Bee Better Certified™

Labeling Standards



BEE BETTER
CERTIFIED
XERCES SOCIETY



Bee Better Certified™ works to give bees a healthy place to live.

beebettercertified.org

Bee Better Certified™ is a trademark of The Xerces Society, Inc.

Cover photo: The Xerces Society/Mace Vaughan.

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Introduction and Overview

Bee Better Certified™ is a program of The Xerces Society, Inc. (Xerces) that provides an opportunity for consumers and producers to engage in food and farming choices that protect bees and other pollinators. The Bee Better Certified Marks indicate that products or ingredients are sourced from certified farms that meet qualifying standards to provide pollinator habitat, protect pollinators from pesticides, and promote biodiversity.

For more information about the Bee Better Certification program, including licensing the Marks, please contact info@beebettercertified.org.



A green metallic sweat bee (*Agapostemon* spp.), one of approximately 3,600 bee species native to the U.S. Photo: The Xerces Society / Mace Vaughan

About The Labeling Standards

Xerces maintains these Labeling Standards to inform licensees of the proper use of the Bee Better Certified Marks for use on products and in promotional or other materials. The purpose of these Labeling Standards is to protect the integrity and value of the Bee Better Certified brand, and its associated trademarks. These Labeling Standards will be reviewed and periodically updated to ensure the brand and marks are meeting the needs of its users and in keeping with current marketplace trends. A current version of these Labeling Standards is available from the Document Center at beebettercertified.org, or may otherwise be provided upon request.

While we must maintain visual standards regarding the use of the Bee Better Certified marks, we understand that these Labeling Standards cannot address every potential use of the Marks. For questions regarding use of the Bee Better Certified Marks or if additional support is

needed regarding these Labeling Standards, please contact info@beebettercertified.org. A list of definitions for phrases and terms used within this document is available from our Document Center at beebettercertified.org/docs

Terms of Use

Requirements and Restrictions

The phrase “Bee Better Certified” must carry the trademark symbol (™) in the first mention of the phrase in any text, including the first mention on individual web pages. The program name must always be referred to as “Bee Better Certified”, where all three words are capitalized, and should not be shortened or abbreviated. Failure to adhere to the Labeling Standards may result in revocation of use, legal action, or other penalties (see Violations).

Trademark

The Bee Better Certified name, Program Mark, and Seals are registered trademarks of The Xerces Society, Inc. The Xerces Society maintains the right to take legal action against any party that reproduces or uses Bee Better Certified marks without permission.

Unauthorized use of the Bee Better Certified Seal, Program Mark, or any associated marks is strictly prohibited. **All use of Bee Better Certified marks require approval.** The Xerces Society reserves the right to withhold approval of the use of marks for any reason.

Overview of Marks



Bee Better Certified™ Product Seal

The Bee Better Certified Product Seal is available for use on products where **a minimum of 95%** of the total dry weight of ingredients/materials are sourced from Bee Better Certified Producers; **100% of each individual ingredient** must be sourced from Bee Better Certified Producers. The Package Seal may be used alone or accompanied by our approved qualifying statement (see Qualifying Statement, page 8). All ingredients sourced from Bee Better Certified Producers must be identified in the ingredients list (see Ingredient Labeling Requirements, page 7).



Bee Better Certified™ Ingredients Seal

An ingredient-specific seal is available for products that contain ingredients that have been sourced from Bee Better Certified producers, but where those ingredients do not represent the minimum 95% total dry weight required for use of the Bee Better Certified Product Seal. To qualify for the use of the Bee Better Certified Ingredients Seal, certified ingredients must comprise **a minimum of 5%** of the total dry weight of ingredients/materials of the product. **100% of each certified ingredient** must be sourced from Bee Better Certified Producers. As with the Product Seal, all Bee Better Certified ingredients must be identified in the ingredients list (see Indicating Certified Ingredients, page 7).

Bee Better Certified™ Program Mark



The Bee Better Certified Program Mark was created solely for the purposes of marketing and promoting the Bee Better Certified program. The Program Mark may be used in promotional materials (e.g., brochures, annual reports, websites), but only in strict accordance with the License Agreement and these Labeling Standards.

The Bee Better Certified™ Seal

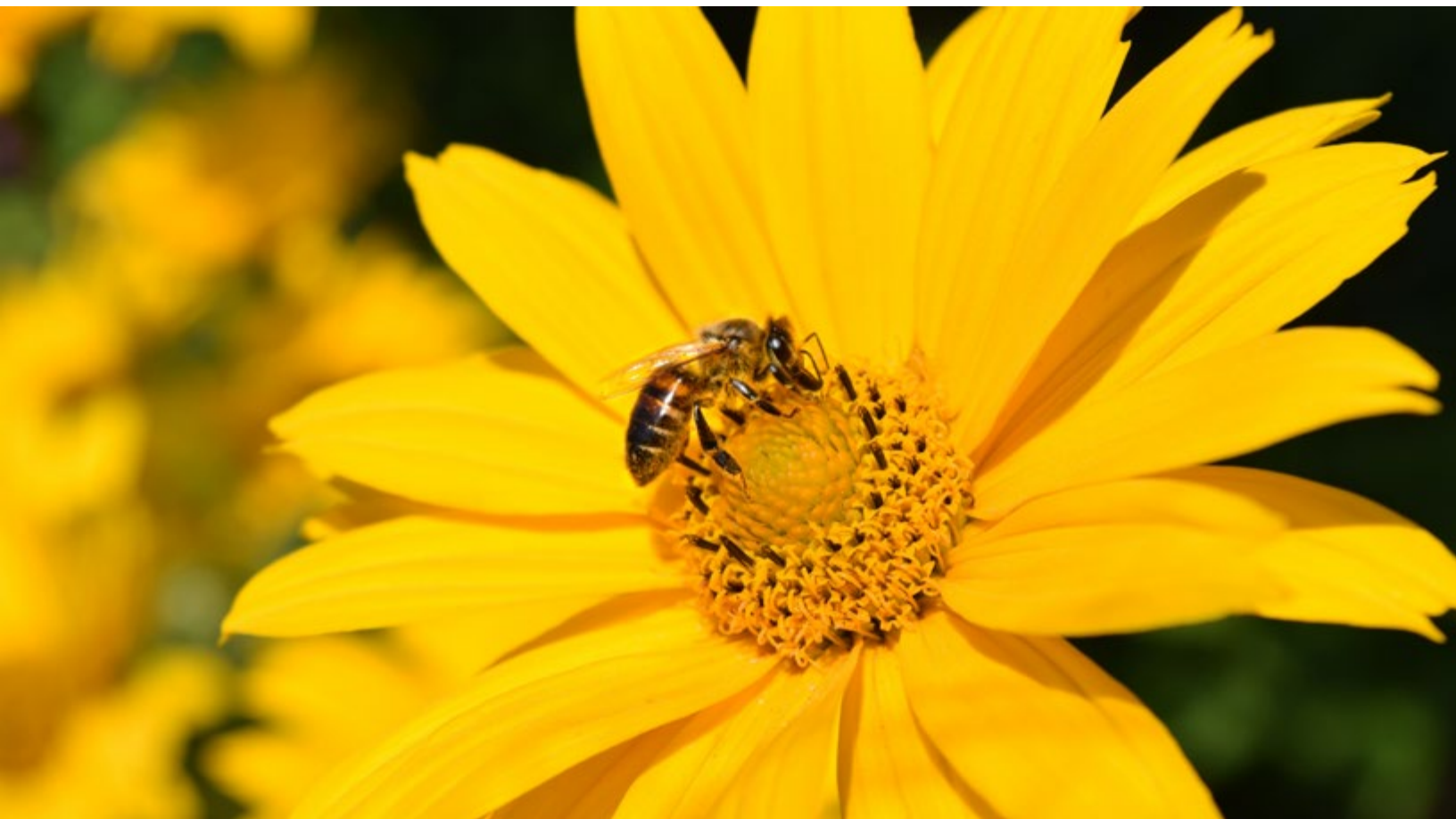


How This Seal May Be Used

The Bee Better Certified Seal is intended to be used as the primary indicator that a product that meets the 95% sourcing requirement and that 100% of each certified ingredient was sourced from Bee Better Certified suppliers. The mark may be used anywhere on packaging, but it is suggested that the seal be prominently displayed on the facing panel of all primary packaging material or labels (see Ingredient Labeling Requirements, page 7).

Disallowed Use

The Bee Better Certified Seal shall not be used for multi-ingredient products that do not meet the 95% sourcing requirement. The Seal is not to be used as a branding element or in place of a product or organization logo. It shall not be used for commercial purposes or in any way that violates the terms of the licensing agreement or these standards.

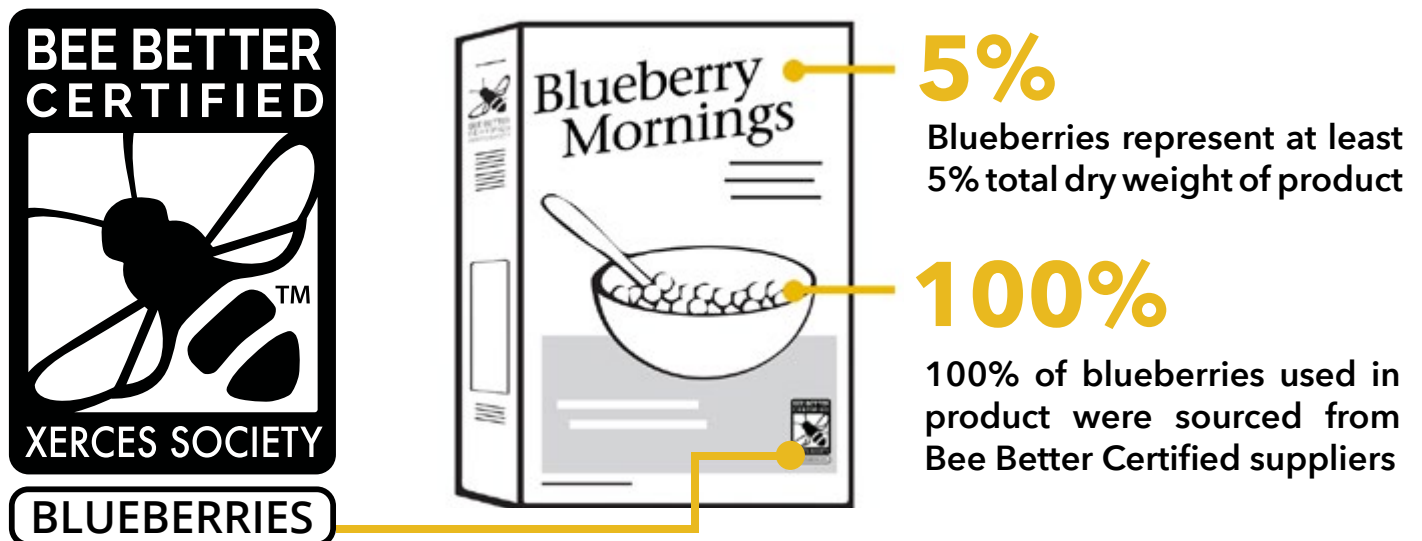


The Bee Better Certified™ Ingredients Seal

How This Seal May Be Used

All guidelines and requirements associated with the Bee Better Certified Product Seal apply to the Bee Better Certified Ingredients Seal with the additional requirement that the seal indicate the Certified ingredient below the seal where one ingredient is certified, or else read “ingredients” where multiple ingredients are Certified. As with the Product Seal, all Certified ingredients should be indicated in the ingredients list (see Ingredient Labeling Requirements, page 7).

Example:



Disallowed Use:

The Bee Better Certified Ingredients Seal shall not be used on products that do not meet the minimum 5% sourcing requirement or where less than 100% of any single ingredient is sourced from Bee Better Certified Producers.

The Bee Better Certified™ Program Mark



The Bee Better Certified Program Mark was created to provide a visual mark to use in promoting the Bee Better Certified program. The Program Mark allows for greater flexibility in visually promoting the program in marketing and promotional materials.

How This Mark May Be Used

The Program Mark may be used only for marketing and promoting the program. All elements of the Program Mark must be used (for example the bee element must not be used on its own.) “Bee Better Certified” and “Xerces Society for Invertebrate Conservation” must be included in their entirety.

Disallowed Use:

The Program Mark must adhere to the standards outlined in this document. The Program Mark must never be used on packaging. The Mark **must never be used to indicate product or ingredient certification.** All uses of the Program Mark must be approved by the Xerces Society or its authorized delegate.

Ingredient Labeling Requirements

When using either the Product Seal or Ingredients Seal, all Certified ingredients must be indicated as part of the product's ingredients list. The phrase Bee Better Certified™ may be used prior to the named ingredient (e.g., Bee Better Certified™ blueberries) or ingredients may carry an asterisk with the phrase Bee Better Certified™ Ingredient displayed below the ingredients list (see examples below).

Seal Used:	Ingredient Label:
	<div style="border: 1px solid black; padding: 10px;"> <p>FOUR SEASONS ORGANIC TOMATO SOUP</p> <p>Ingredients: Bee Better Certified™ organic tomatoes, Bee Better Certified™ organic tomato juice, water, contains 2% or less of: sea salt, naturally derived citric acid, calcium chloride, organic spices.</p> </div>
 <div style="border: 1px solid black; border-radius: 5px; padding: 2px; width: fit-content; margin: 5px auto;"> ALMONDS </div>	<div style="border: 1px solid black; padding: 10px;"> <p>ORGANIC VANILLA ALMOND ICE CREAM</p> <p>Ingredients: Organic Cream, Organic Sugar, Organic Skim Milk, Egg Yolks, Bee Better Certified™ Organic Almonds, Organic Vanilla Extract, Organic Sunflower Oil.</p> </div>
 <div style="border: 1px solid black; border-radius: 5px; padding: 2px; width: fit-content; margin: 5px auto;"> INGREDIENTS </div>	<div style="border: 1px solid black; padding: 10px;"> <p><i>Aunt Sue's Granola Bars</i></p> <p>Ingredients: Whole Grain Oats, Almonds*, Honey*, Sunflower Oil*, Yellow Corn Flour, Sugar, Soy Lecithin, Baking Soda, Natural Flavor.</p> <p>CONTAINS SOY; MAY CONTAIN PEANUT, ALMOND, AND PECAN INGREDIENTS</p> <p>*Bee Better Certified™ Ingredient</p> </div>

Qualifying Statement

In order to promote the program and its benefits, we encourage the use of the following qualifying statement on any packaging where the Bee Better Certified Seal appears:

Your purchase of this Bee Better Certified product supports farmers who provide pollinators with a healthy place to live. Learn more at www.beebettercertified.org.

There are no requirements regarding placement of the qualifying statement as long as adequate clear space is maintained. The qualifying statement may appear alongside the Seal or on secondary product panels such as the sides or back of a product. Use of the qualifying statement is encouraged, but not required.



Using the Seal

Size and Placement

To ensure the Bee Better Certified Seal remains clearly visible and readable, we require the mark to be reproduced no smaller than 3/8" (9.5mm) in width. For optimal legibility we ask that the Seal be used at 1/2" (12.7mm) width or larger when possible. On very small products or where the Seal cannot be reproduced at the minimum required size, the Phrase "Made with Bee Better Certified™ ingredients" may be used in lieu of the Package Seal.

To avoid the appearance of products being produced or sold by Bee Better Certified or Xerces, the Package Seal should always be smaller and less dominant than the primary brand name, the Consumer Packager business name, or the Consumer Packager brand or logo. The Package Seal should never be placed in a way where it may be confused for the brand name of a product.

For highest visual impact and legibility, adequate clear space should be maintained between the Package Seal and any other marks, logos, or design elements (see example page 9).

Horizontal Configuration: When the Seal appears in horizontal alignment with other marks, the Seal should be equal in height to its nearest neighbor as shown below. The Seal must never appear smaller than other marks in the lineup and must be equal or great to all other marks in height. Equal distance should be maintained between the mark and any neighboring marks. Clear space between the Seal and other marks should be provided and must not be less than 1/3rd of the overall width of the Seal.



Vertical Configuration: When the Seal appears in vertical alignment with other marks, the Seal should be equal in width to all other marks and must never appear smaller than other marks in the lineup. As with the horizontal configuration, equal distance should be maintained between the mark and any neighboring marks. Clear space between the Seal and other marks should be provided and must not be less than 1/5th of the overall height of the Seal.

Using the Seal



Colors and Backgrounds

The Bee Better Certified Seal was designed to be highly visible and as readable and aesthetically versatile as possible. The black and white design is compatible with a variety of colors, backgrounds, and packaging designs. In instances where the Seal is to appear on dark colors or backgrounds that diminish visibility, an alternative reverse seal in white on a transparent background may be used. Black and white are the only approved

colors. The Seal may be used in color where printing or other technical restrictions prohibit the use of either the standard or reverse version. Any use of the reverse mark or a color variant requires approval.

Available Formats

Bee Better Certified marks are available in the following formats. Other formats may be available upon request:

EPS

.eps is a lossless scalable vector format used for most print applications including packaging, labels, and signage.

PNG

.png is a pixel based format with a transparent background, suitable for most digital or low resolution uses including in applications such as Power Point and Word.

Using the Seal

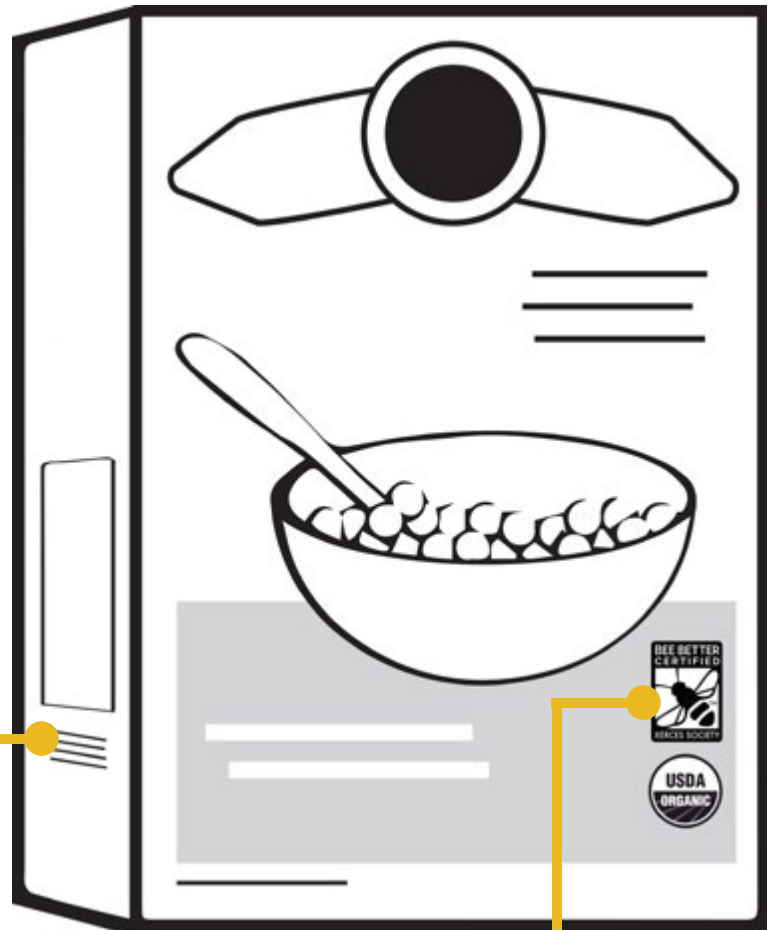
Proper Usage At-A-Glance

Ingredients Label

Certified ingredients are noted with an asterisk and the phrase "Bee Better Certified™ Ingredient" on the ingredient label.

INGREDIENTS: Organic Wheat*; Organic Oats*; Organic Dried Blueberries*; Organic Cane Sugar; Organic Molasses; Vitamin E (to preserve freshness).

*Bee Better Certified™ Ingredient



The Bee Better Certified Seal

The Seal is positioned where it does not conflict with brand or product names, logos, or other design elements. Size and position indicate it is not a branding element of the product.

The Seal is highly visible on the facing panel of the product, and meets the size and spacing requirements for vertical configuration with another mark.

Using the Seal



Examples of Correct and Incorrect Use

- A.** Correct Version
- B.** Incorrect Proportions



- C.** Disallowed cropping
- D.** Disallowed cropping
- E.** Logo is rotated, too close to text



- F.** Seal is not the correct size, does not meet minimum requirements for clear space

The rounded corner is an essential design element and must not be altered



- G.** Correct
- H.** Incorrect file format used, rounded corner is showing a white background
- I.** Disallowed cropping of corner



- J.** Seal appears too close to text or other design elements
- K.** Seal is partially obscured by a design element



- L.** Correct
- M.** Disallowed cropping of text

Review and Approval

Upon the execution of the applicable License Agreement, Bee Better Certified Marks will be provided in the color and file formats identified in these Labeling Standards. Per the terms of the License Agreement, all materials must be submitted to the Xerces Society or its authorized delegate for review and approval prior to use. In most cases, electronic submission of final design files is acceptable; Xerces reserves the right to require physical copies of materials.

Please contact info@beebettercertified.org for questions regarding these requirements or for assistance with using Bee Better Certified Marks.

All Use Requires Approval

Unauthorized use of the Bee Better Certified Seal, Ingredient Seal, or Program Mark is strictly prohibited. Except for media professionals, no one under any circumstances may copy, reproduce, or otherwise use Bee Better Certified marks except under a valid License Agreement or, for one-off uses, with the prior written consent of Xerces. Xerces reserves the right to take legal action against any party that reproduces Bee Better Certified Marks in whole or in part without written consent.



Violations

The Bee Better Certified Marks are the property of The Xerces Society, Inc. A license to use may be revoked for cause, including, but not limited to, any of the following circumstances:

1. Failure of a Product bearing a Seal to adhere to the Bee Better Certification Labeling Standards.
2. Non-payment of licensing fees.
3. Use of the Bee Better Certified Marks in any way other than what is granted in the Licensing Agreement and/or outlined in these Labeling Standards.
4. Use of Marks on products that do not contain Bee Better Certified ingredients, or that do not accurately represent certified ingredients.



Bee Better Certified™ works to give bees a healthy place to live.