

Licence Application Details (LEAF Marque)

LEAF Marque logo Licence Application

What type of licence application is this?

- Renewal of existing use of the LEAF Marque logo or claim**
- New application to use the LEAF Marque logo or claim**

If a new application please state DateTime
date of product launch?

assessment guidelines

Please state if this is a new application or a renewal of an existing use of the LEAF Marque logo. If it is a new application please tell LEAF when you plan to launch the product so we can help promote the product within in our community and wider through different media channels. This licence and agreement for the use of the LEAF Marque logo is for one year and is renewable each through the completion of this application.

LA.1

Who is the owner of the brand?

- Check this box when your answer is complete**

Brand Owner Text

assessment guidelines

Please state the legal entity business that owns the brand for example Waitrose owns the "Essential Waitrose" brand

LA.3

What is the name of the brand?

- Check this box when your answer is complete**

Brand Name Text

assessment guidelines

Please give the name of the brand ie Waitrose Essentials.

LA.2

What level of traceability does this product have?

- Identity Preserved (IP)**
- Segregation (SG)**
- Controlled Blending (CB)**
- Mass balance (MB)**

assessment guidelines

Identity preserved (IP) - An IP model ensures that certified product from a certified site is kept separate from other sources. It allows certified products to be uniquely traced through the production process from a production site (sustainability certificate holder) to the last point of transformation or labeling of a product (or use of a claim).

Segregation (SG) - This model ensures that certified product is kept separate from non-certified sources through each stage of the supply chain, allowing assurance that the ingredients within a particular product originates from certified sources, though it may not be possible to identify which molecule came from which certified source. It permits the mixing of certified products/ingredients from a variety of sources (certified to the same standards).

Controlled blending - This model maintains segregation until the manufacturing stage (or other late stage in the supply chain), when the certified product is then mixed with certified product, and the proportions of certified and non-certified within a particular product are recorded, so the proportion of certified content in each final product is known.

Mass Balance (MB) - In this model physical mixing of certified and non-certified product is allowed at any stage in the production process provided that the quantities are controlled in documentation. The volume of certified product entering the operation is controlled and an equivalent volume of product leaving the operations can be sold as certified.

LA.4

What size is the logo on the packaging (diameter in mm)?

assessment guidelines

The minimum size of the LEAF Marque logo is 12mm. please see

Check this box when your answer is complete

Size of logo in mm

Number

What other product description (i.e. flavour / taste / type) best describes this product?

Check this box when your answer is complete

Description

Text

What pack size is the product (weight or volume)

Check this box when your answer is complete

Pack size (enter a number only)

Number

Units

SelectList

- Kilogram (Kg)
- Litre (l)
- Other

Please specify other unit

Text

the guidance on the use of the LEAF Marque logo.

LA.5

assessment guidelines

To help LEAF identify the product more precisely please add any other description that may help, particularly where there may be similar products within a range.

LA.6

assessment guidelines

Please state the pack size and unit that carries the LEAF Marque logo and or claim, if it is a unit such as a growing pot of herbs the pack size will be "1", the unit "other" and specify the unit as "pot".

LA.7

Please assign an internal product reference or code?

Check this box when your answer is complete

Reference

Text

assessment guidelines

If the product has an internal product reference or code that is not on the pack please state this so we can reference it in any communications.

LA.8

Please enter the product barcode (UPC/EAN)

Check this box when your answer is complete

Barcode

Text

assessment guidelines

If the product carries a barcode please enter it here. if you need further information about barcodes please go to <http://www.gs1uk.org/what-we-do/GS1-standards/Pages/BarCodes.aspx>

LA.9

Enter the projected estimated annual sales (number of packs / units)

Check this box when your answer is complete

Number of Sales

Number

assessment guidelines

Please enter the projected annual sales of you product, this will enable LEAF to understand the market penetration of the LEAF Marque logo and claims

LA.10

Select which countries where you will sell the product?

assessment guidelines

Please select which countries you intend to sell the product in, this will help LEAF understand our potential impact and market

Check this box when your answer is complete

Countries
(select all that apply)

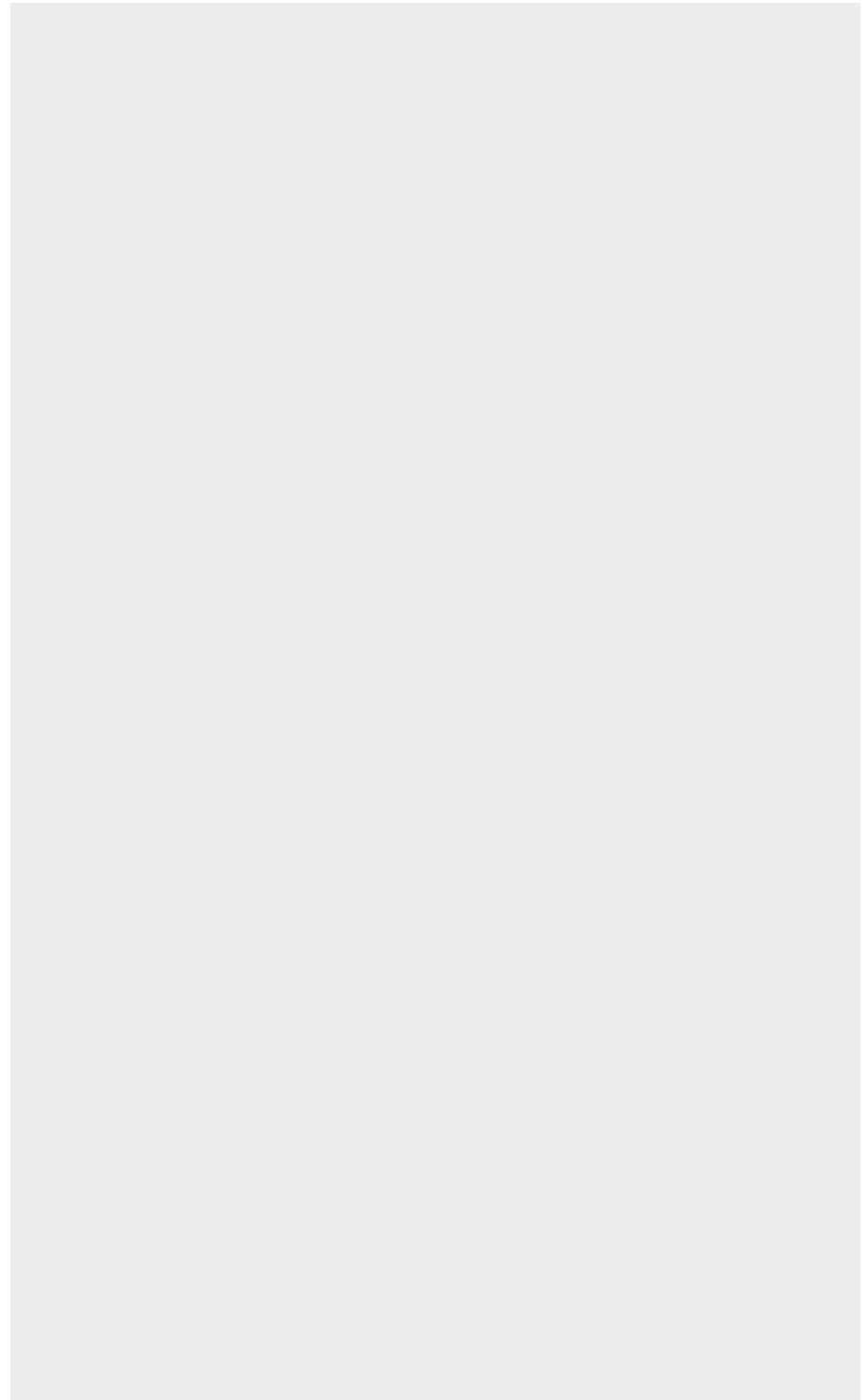
CheckboxList

- United Kingdom
- Channel Islands
- United States
- Afghanistan
- Africa
- Albania
- Algeria
- American Samoa
- Andorra
- Angola
- Anguilla
- Antarctica
- Antigua & Barbuda
- Argentina
- Armenia
- Aruba
- Australia
- Austria
- Azerbaijan
- Bahamas
- Bahrain
- Bangladesh
- Barbados
- Belarus
- Belgium
- Belize
- Benin
- Bermuda
- Bhutan
- Bolivia

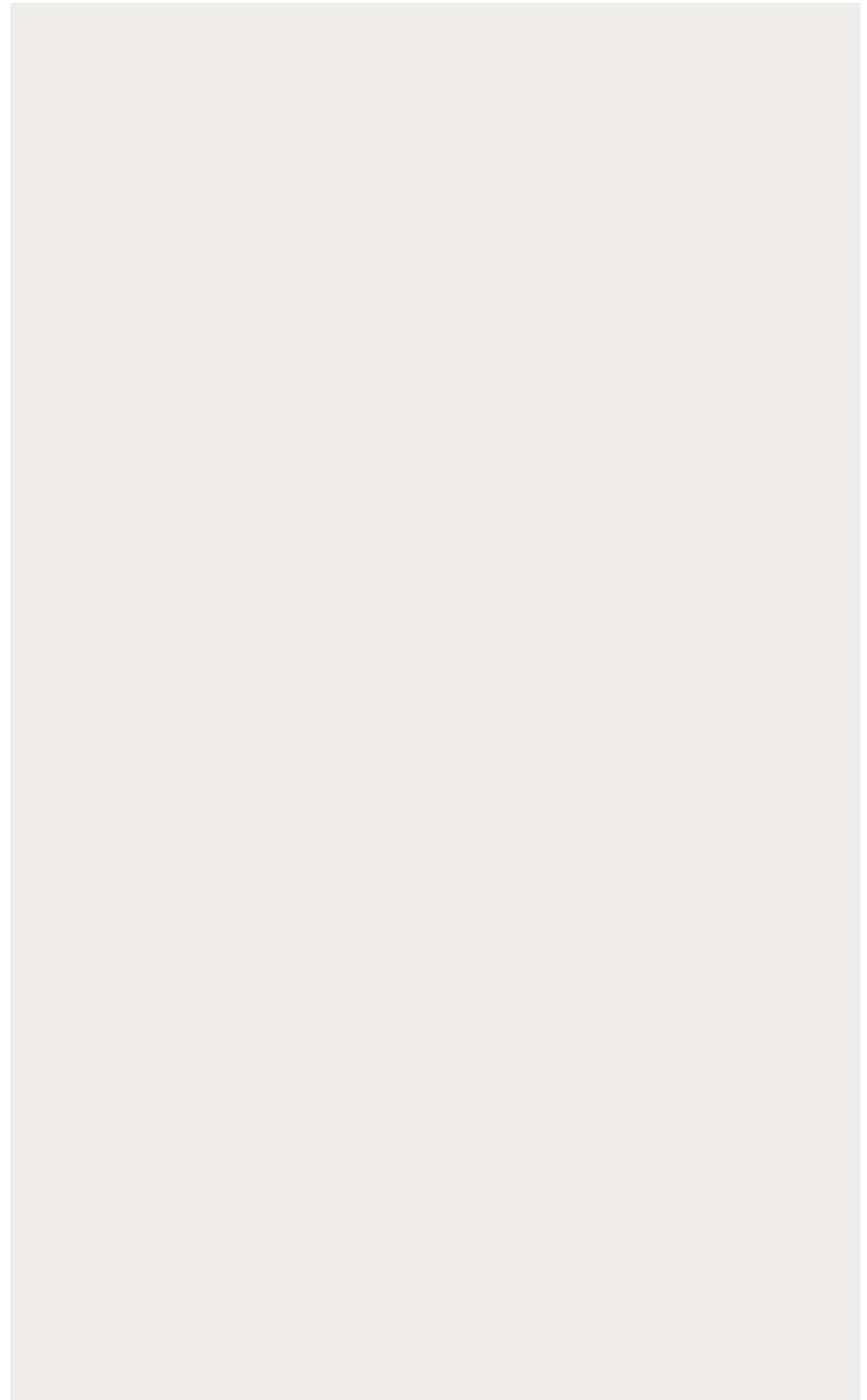
penetration and better represent our users of the LEAF marque logo.

LA.11

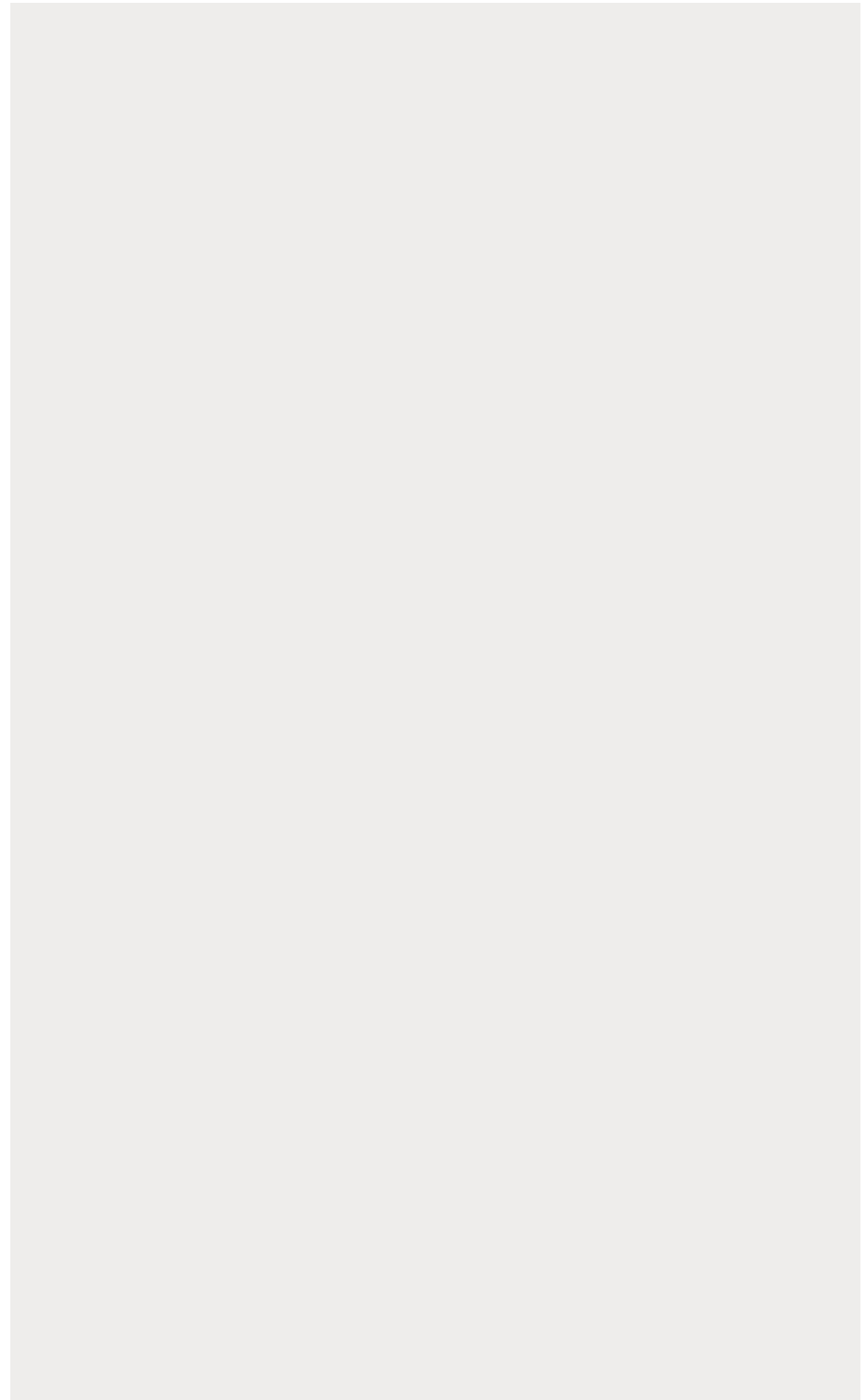
- Bosnia and Herzegovina
- Botswana
- Bouvet Island
- Brazil
- British Indian Ocean Territory
- British Virgin Islands
- Brunei Darussalam
- Bulgaria
- Burkina Faso
- Burundi
- Cambodia
- Cameroon
- Canada
- Cape Verde
- Cayman Islands
- Central African Republic
- Chad
- Chile
- China
- Christmas Island
- Cocos (Keeling) Islands
- Colombia
- Comoros
- Congo
- Cook Islands
- Costa Rica
- Croatia
- Cuba
- Cyprus
- Czech Republic



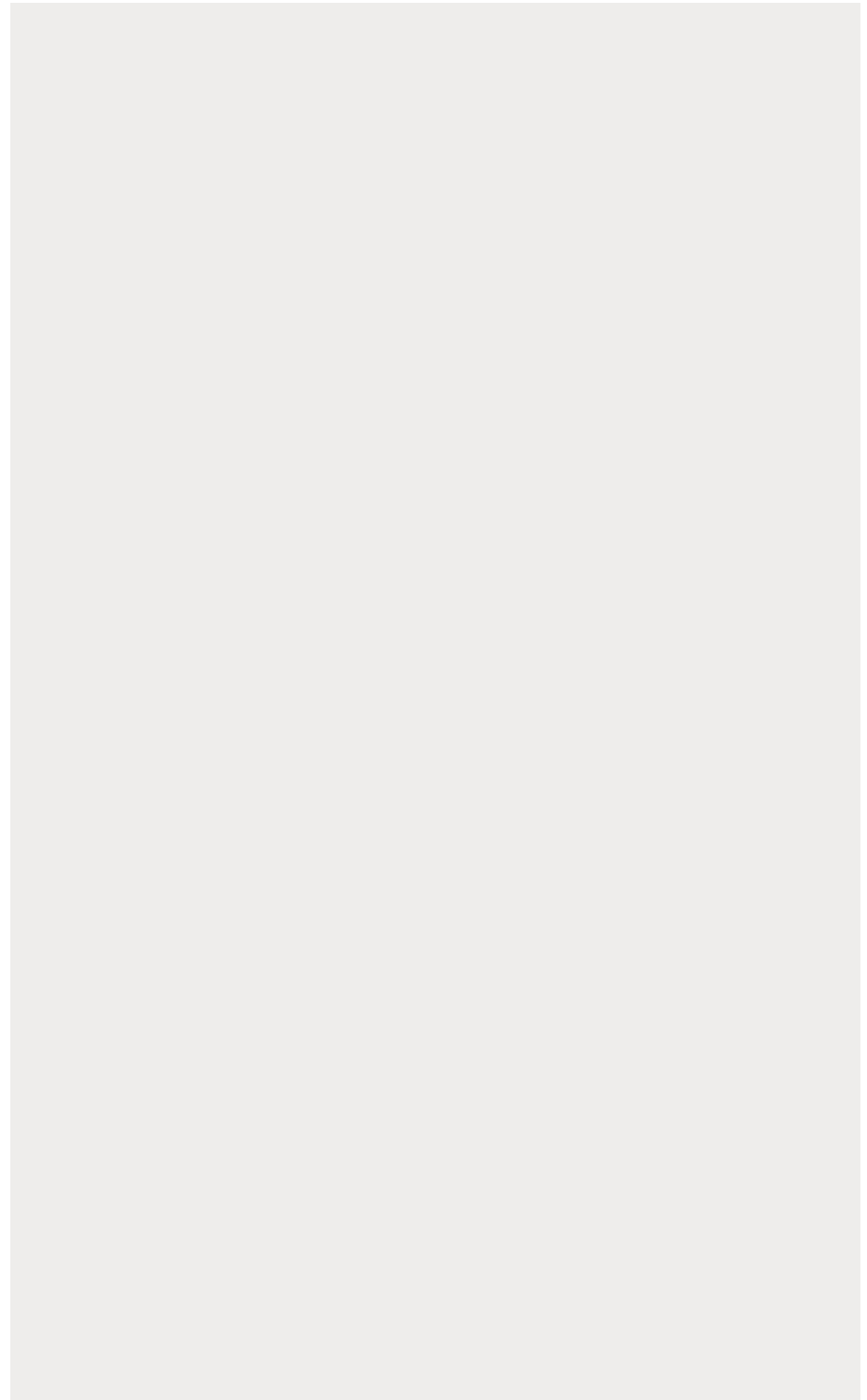
- Demo. People's Rep. of Korea
- Democratic Rep. of Congo
- Denmark
- Djibouti
- Dominica
- Dominican Republic
- East Timor (Timor-Leste)
- Ecuador
- Egypt
- El Salvador
- Equatorial Guinea
- Eritrea
- Estonia
- Ethiopia
- European Union
- Falkland Islands (Malvinas)
- Faroe Islands
- Federated States of Micronesia
- Fiji
- Finland
- France
- French Guiana
- French Polynesia
- French Southern Territories
- Gabon
- Gambia
- Georgia
- Germany



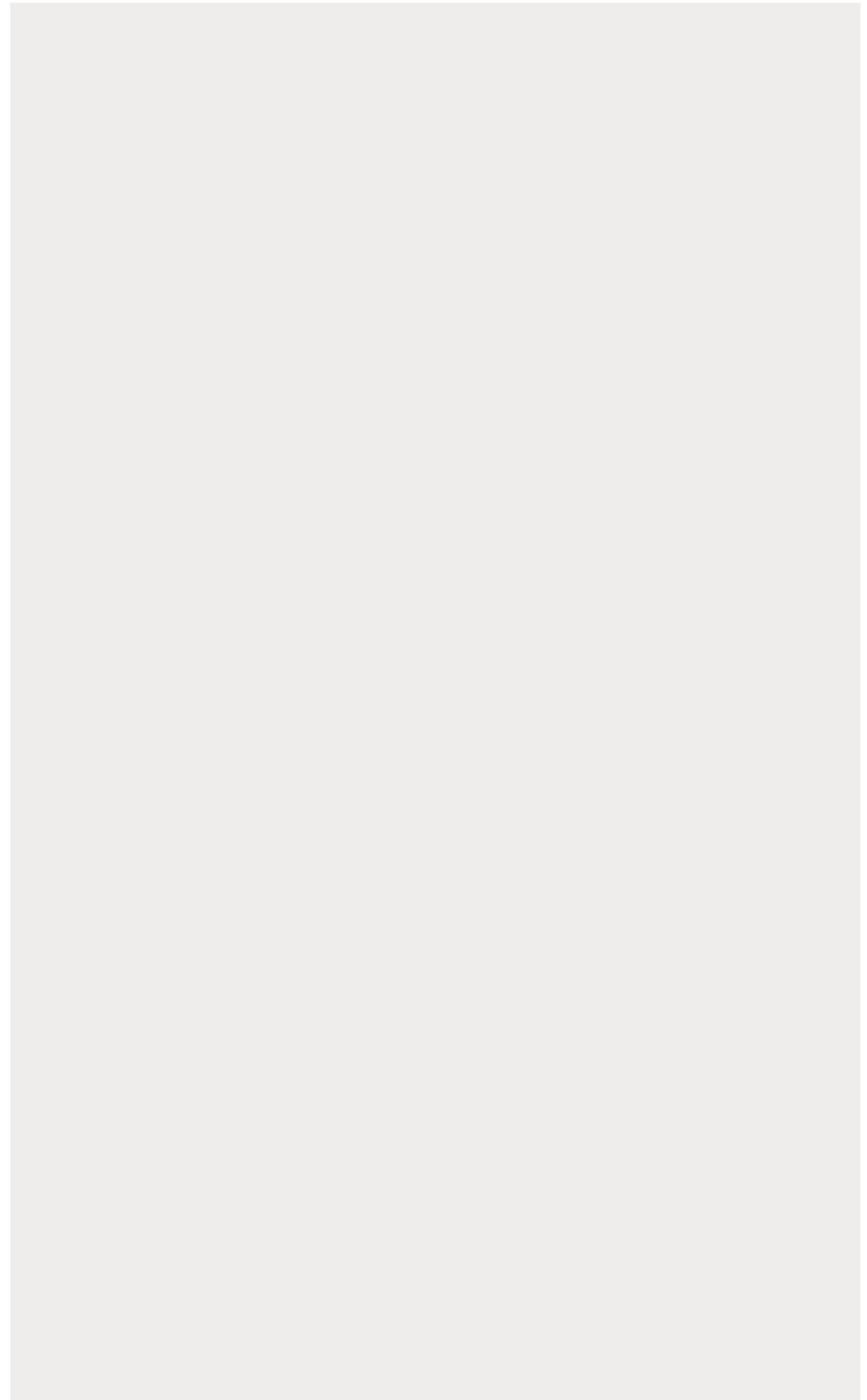
- Ghana
- Gibraltar
- Greece
- Greenland
- Grenada
- Guadeloupe
- Guam
- Guatemala
- Guinea
- Guinea-Bissau
- Guyana
- Haiti
- Heard and
McDonald Islands
- Holy See (Vatican
City State)
- Honduras
- Hong Kong
- Hungary
- Iceland
- India
- Indonesia
- Iran
- Iraq
- Ireland
- Isle of Man
- Israel
- Italy
- Ivory Coast
- Jamaica
- Japan
- Jordan
- Kazakhstan
- Kenya
- Kiribati



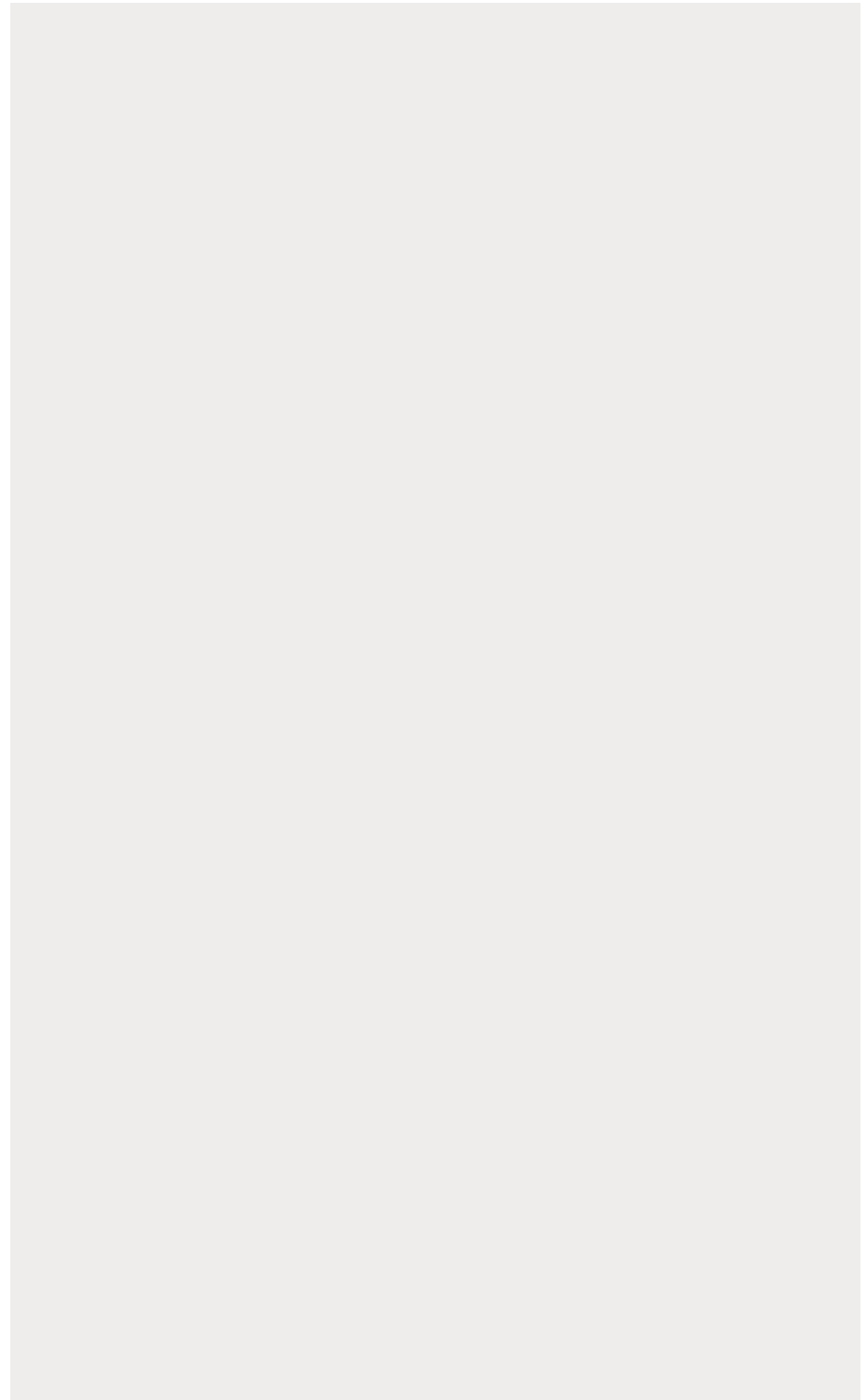
- Kuwait
- Kyrgyzstan
- Lao People's
Democratic
Republic
- Latvia
- Lebanon
- Lesotho
- Liberia
- Libyan Arab
Jamahiriya
- Liechtenstein
- Lithuania
- Luxembourg
- Macao
- Macedonia
- Madagascar
- Malawi
- Malaysia
- Maldives
- Mali
- Malta
- Marshall Islands
- Martinique
- Mauritania
- Mauritius
- Mayotte
- Mexico
- Monaco
- Mongolia
- Montenegro
- Montserrat
- Morocco
- Mozambique
- Myanmar (ex-



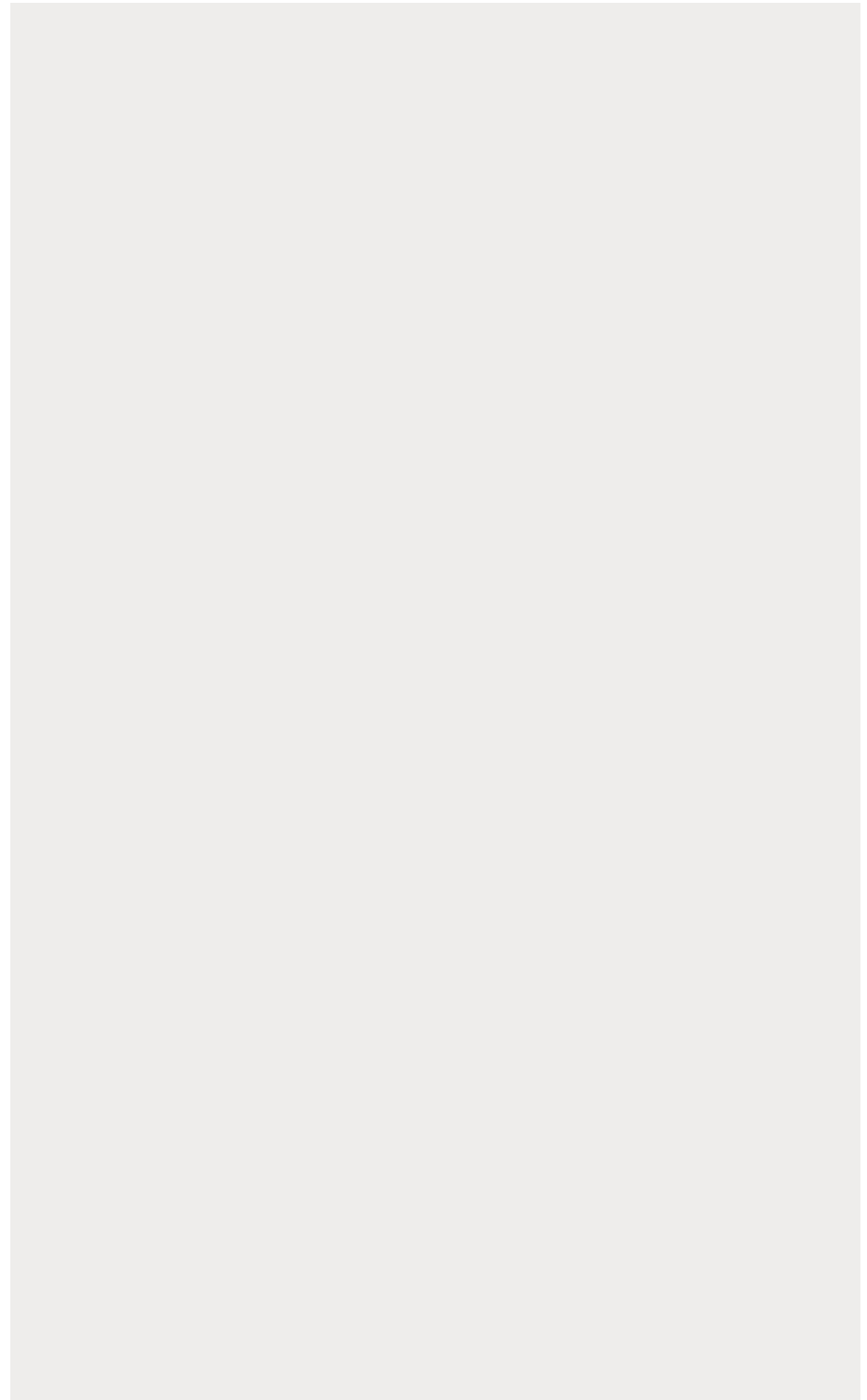
- Burma)
- Namibia
- Nauru
- Nepal
- Netherlands
- Netherlands
Antilles
- New Caledonia
- New Zealand
- Nicaragua
- Niger
- Nigeria
- Niue
- Norfolk Island
- Northern Mariana
Islands
- Norway
- Oman
- Pakistan
- Palau
- Palestinian
Territory
- Panama
- Papua New Guinea
- Paraguay
- Peru
- Philippines
- Pitcairn Island
- Poland
- Portugal
- Puerto Rico
- Qatar
- Republic of
Moldova
- Republic of South



- Korea
- Reunion
- Romania
- Russia (Russian Federation)
- Rwanda
- S. Georgia and S. Sandwich Is.
- Sahara
- Saint Helena
- Saint Kitts and Nevis
- Saint Lucia
- Saint Pierre and Miquelon
- Saint Vincent and the Grenadines
- Samoa
- San Marino
- Sao Tome and Principe
- Saudi Arabia
- Senegal
- Serbia
- Seychelles
- Sierra Leone
- Singapore
- Slovakia
- Slovenia
- Solomon Islands
- Somalia
- South Africa
- Spain
- Sri Lanka (ex-Ceilan)



- Sudan
- Suriname
- Svalbard and Jan
Mayen Islands
- Swaziland
- Sweden
- Switzerland
- Syrian Arab
Republic
- Taiwan
- Tajikistan
- Thailand
- Timor-Leste (East
Timor)
- Togo
- Tokelau
- Tonga
- Trinidad & Tobago
- Tunisia
- Turkey
- Turkmenistan
- Turks and Caicos
Islands
- Tuvalu
- U.S. Virgin Islands
- Uganda
- Ukraine
- United Arab
Emirates
- United Republic of
Tanzania
- Uruguay
- US Minor Outlying
Islands
- Uzbekistan



- Vanuatu
- Venezuela
- Viet Nam
- Wallis and Futuna
- Western Sahara
- Yemen
- Zambia
- Zimbabwe

Who is the marketing contact person for this product?

Check this box when your answer is complete

Name	Text
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Company name	Text
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Contact telephone number	Text
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Contact email	Text
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assessment guidelines

To enable LEAF to promote this product and support your marketing and or launch if we know the person responsible for the product we can try to use our marketing channels to let people know about the product.

LA.12

Who do you sell this product to? (select all that apply)

Check this box when your answer is complete

Estimated number of customers

Consumers will buy the € Number product in a

assessment guidelines

Please provide where and how many outlets will sell this product, this will provide LEAF with data on where LEAF Marque certified products are sold and enable us to provide a better level of marketing to our members.

LA.13

retail store
 Consumers will buy the product online € Number
 Product is sold to a business customer who will process it further or repack it € Number
 Product is sold into foodservice € Number
 Product is sold to a wholesaler € Number

Specify what associated text will accompany the logo on pack or the off pack claim you are making for approval

Check this box when your answer is complete

Text LongText

assessment guidelines

If you are adding any text to describe what the LEAF Marque is about and or a description of the product in relation to the LEAF Marque certified ingredients add the text here. An example of associated text would be:

"Breaded onion rings.
 Diced onions coated in a crispy breadcrumb. Made from onions grown by specially selected growers who are certified to LEAF Marque standards."

If this is a claim application please add the claim you are making in this text box.

The type of text and or claim will depend on the level of traceability for the product and or it's ingredients. Please refer to LEAF for advice and the claims policy and guidelines associated with the LEAF Marque logo.

LA.14

Please upload artwork of packaging for

assessment guidelines

approval for use of the LEAF Marque logo.

Check this box when your answer is complete

Packaging artwork MultipleFileResource

Please upload a PDF of the artwork supplied by the label printer or designer to enable LEAF to check the correct use of the LEAF Marque logo and also any claims on pack.

LA.15

Please upload one or more marketing images of the retail product in web-ready format (600x600 pixels, JPEG)

Check this box when your answer is complete

Product image MultipleFileResource

assessment guidelines

Create and upload one or more images that LEAF can use in different media such as news letters and websites to promote this product, ideally showing the LEAF Marque logo. This may also be used in the directory of LEAF Marque products. ideally the image should be 600x600 pixels and a JPEG format that is clear and shows the use of the LEAF Marque logo.

LA.16

Are you happy for LEAF to promote this product in our publications?

Yes

No

assessment guidelines

LEAF would like to shout about our farmers and food chain members and your products, please confirm you are happy for us to do this through all media platforms with this product.

LA.17

Do you agree to follow the rules and regulations associated with the use of the LEAF Marque logo and claims?

Yes

assessment guidelines

Please be aware of the rules and regulations and that your application follows these rules, if you have any questions please contact LEAF. This licence and agreement for the use of the LEAF Marque logo is for one year and is renewable each through the completion of this application and renewal process.

No

LA.18

What is your LEAF "Charity" membership number?

assessment guidelines

Please confirm your LEAF "charity" membership number.

Check this box when your answer is complete

LA.19

LEAF Number

Text