

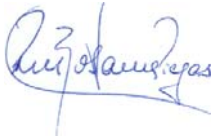


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CERTIFIED NATURAL MEAT PROGRAM OF URUGUAY

PROCEDURE FOR THE USE OF BRANDS AND LOGOS

<p>Revised by:</p>	<p>Approved by:</p>
	
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<p>Date: 08 / 14 / 2008</p>	<p>Date: 08 / 14 / 2008</p>

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1. OBJECT AND SCOPE OF APPLICATION

This document describes the system for the use of brands and logos in the process of certification and promotion within the Certified Natural Meat Program of Uruguay.

2. TERMINOLOGY

INAC: Nacional Meat Institute.

Certificate of Compliance (CC): document issued under the rules of a certification system, which states that a product duly identified has achieved a certain degree of compliance.

3. INTRODUCTION

The CNMPU and certification bodies require that certified companies ensure the use of brands and logos according to preestablished criteria. These prevent brands and logos from being used in a misleading or fraudulent way that may cause prejudice to organizations or people purchasing products of the CNMPU.

These guidelines have been developed in order to ensure that rules for the use of brands and logos are communicated to all participants in the CNMPU and to allow said participants to benefit from their use.

4. DEVELOPMENT

“Certified Natural Beef” and “Certified Natural Lamb” brands and logos are intellectual property of INAC. In the case of certifications granted under the specific procedure SP-02 “Certification Process of the Certified Natural Meat Program of Uruguay (CNMPU)”, CNMPU brands and logos may be used on conditions hereafter:

- their forgery or any other way of misuse must be prevented,
- once used, they cannot be transferred from one package or product to another one,
- they must be applied directly on the product and secondary package.

When the size of the product or its nature make it impossible to meet the above condition, the brand or logo must be applied on the smallest package in which the product is commercialized.

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To such purposes, there shall be two kinds of labels:

External label: it is made from an inalterable, self-adhesive, nondegradable material, resistant to severe storage conditions; it must be identified with a preprinted numeration. This label is to be adhered to the secondary package.

High impact label: it is made from an inalterable, nondegradable material, suitable to be put directly onto the product. It is to be put into the primary package. It is not prenumbered. This label cannot be used depending on commercial requirements.

4.1. PROCEDURE FOR THE USE OF LABELS

Labels are to be issued by the processing plant or by the certification body and must meet requirements provided for in chapter 6 of this procedure. There shall be a correlative numeration for each processing plant.

The certification body granting certification authorizes the issuance of labels and controls their use and the following documentation has to be completed:

- CERTICARNES PLA 016 – Application for authorization to issue labels of the Certified Natural Meat Program of Uruguay (CNMPU)
- CERTICARNES INS 004 – System for the authorization to issue and use labels of the Certified Natural Meat Program of Uruguay (CNMPU)

The processing plant must keep a record of the numeration of labels used. These data, with the corresponding date and signature, must be available for a period of 12 months.

4.2. USE OF BRANDS AND LOGOS

Brands and logos may only be used for promotional purposes within the scope of certification.

CNMPU logos may be reproduced in Certificates of Compliance (CC).

Brands and logos may not be used to the detriment of certification granted by the certification body, but they may be used for promotional purposes as long as their use has been previously authorized by the CNMPU.

4.3. ABUSIVE USE OF CERTIFICATES, BRANDS AND LOGOS

The CNMPU and the Certification Body control the use of certificates, brands and logos. Abusive use of the same shall give rise to legal action, corrective actions, publication of

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infringement, suspension or cancellation of certification or to any other action the CNMPU or the certification body may deem proper for each case.

Misuse leads to the application of penalty mechanisms established in general procedure GP-04 “Penalties and Appeals”. The CNMPU or the certification body reserve themselves the right to take such legal actions as they deem appropriate.

5. APPLICATIONS OF THE USE OF LABELS

The afore mentioned chapters apply to all possible export destinations which Certified Natural Meat may have access to.

Notwithstanding, it is necessary to state those requirements demanded by specific export markets. To such purpose, the following annexes have been established:

- ANNEX SP03-01.

6. DESIGN AND SPECIFICATIONS OF LABELS

6.1. CNMPU LABELS

External Label

	LOGO OF THE CERTIFICATION BODY	SERIAL NUMBER OF LABEL
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High Impact Label



7. REFERENCES

- UNIT-ISO-IEC Guide 65:2000 (ISO/IEC GUIDE 65:1996).
- CNMPU Protocol – version as of 01-06-2005.
- SP-01 Meat Certification for the USDA PROCESS VERIFIED PROGRAM.
- SP-02 Certification Process of the Certified Natural Meat Program of Uruguay (CNMPU).
- ARC Instruction 1001.
- ARC Instruction 1001A.

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ANNEX SP03-01: USDA SHIELD AND REFERENCE TO USDA PROCESS VERIFIED PROGRAM

INAC and CNMP members may use the “USDA Process Verified” shield or the term “USDA Process Verified” in promotional and advertising materials, which includes labels, packaging, and other marketing materials.

The USDA Process Verified shield or the term "USDA Process Verified" in promotional materials can be used only in direct association with a clear description of the specified process verified points. The shield or term can not be misrepresented and can not be used in association with any company claims.

Herein, INAC - CNMP establishes the procedures to develop promotional material, to ensure that the specified process verified points are accurately represented in said materials, to ensure that the “USDA Process Verified” shield or the term “USDA Process Verified” is used in the materials in direct association with a clear description of the specified process verified points, and to control the use of the shield or term on labels, packaging, and other marketing material on which it may appear.

A. Development of Promotional Material different form Labels

The following steps must be followed to develop promotional material:

A.1) INAC-CNMP must ensure that those responsible for promotional material development (Marketing Division/ Marketing Agency) are aware of USDA specifications and requirements regarding the use of “USDA Process Verified” shield and/or term.

A.2) Prior to submitting the new designs to USDA, INAC-CNMP must check that the developed material meets USDA requirements.

A.3) INAC-CNMP must submit promotional materials to ARC Branch, which provides a cursory review to ensure that the shield and/or term are accurately represented.

A.4) INAC-CNMP receive a confirmation e-mail from ARC stating that developed material meets USDA requirements.

A.5) Promotional materials can be used.

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B. Labels Design

The use of the USDA Process Verified shield on a label must meet one of the following conditions:

B.1) The specified process verified points are printed immediately adjacent to the USDA Process Verified shield.

B.2) An asterisk referring the consumer to the information panel for further information about the specified process verified points is printed with the USDA Process Verified shield.

B.3) An asterisk referring the consumer to point of sale information is printed with the USDA Process Verified shield. In this situation, the company must ensure that the point of sale information is readily available and within close proximity of the display counter containing the product.

INAC-CNMP approved labels comply with condition B.1.

C. Labels Development

Labels development must meet steps established from A.1 to A.4.

Once the confirmation e-mail from ARC stating that developed material meets USDA requirements is received, labels must be submitted to the FSIS Labelling and Consumer Protection Staff for review and approval.

Before developed labels can be used, Official approval must be received from the USDA Food Safety Inspection Service, Labelling and Consumer Protection Staff.

All CNMP products under the Process Verified Program must always bear FSIS approved labels.

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D. Labels of the CNMPU – USDA PV

External label:



High impact label:

