Labelling Requirements
BioGro certified product

1. Logo 15mm, at 90 degree angle & can use logo if certified
   a) Must use logo if claiming organic in title or description
2. Can call product ‘organic’ in title
3. Over 95% organic
4. Can state ‘Certified by BioGro NZ’
5. Number clearly stated in same colour and ‘Campton Bold’ font

These instructions take into account ALL BioGro certified products
BioGro certified product continued

1. Two tone packaging allowed to use one of the two tone colours
2. If you don’t wish to show number on the front, then you must show with the logo elsewhere

These instructions take into account ALL BioGro certified products
70-95% certified for processed products

1. Can’t use ‘organic’ in title or product description
2. Can state ‘made with organic –’ yet the word organic can’t stand out
3. Can state organic product in ingredients list but can’t stand out
4. Can’t use the logo
5. Can’t state ‘certified by..’
70-95% certified for Health & Bodycare

1. Cannot state the product is organic or certified organic anywhere on the label
2. Can state ‘made with organic –’ yet the word organic can’t stand out
3. Can state individual organic products in the ingredients list but can’t stand out
4. Ingredient must be listed in descending order of weight
5. Can use the logo anywhere
   a) Using more than 2 tones, must use green, black or white logo
6. Can’t state ‘certified by.’
1. In the Product description, the product cannot be described as “organic”, “certified organic”, or “100% organic”.
2. Can state the product is allowed for organic use but can’t stand out.
3. Can use the inputs logo anywhere.
1. If you have a BioGro certified organic product, and an organic product, the labelling must NOT be the same as this can be misleading to consumers.