



OMRI Seal Use Policy

OMRI Certificates

OMRI certificates are issued to suppliers of products that have successfully completed the OMRI product review process and have been assigned an OMRI status of either Allowed or Allowed with Restrictions in accordance with the specified organic standard(s). Certificates are valid for one year and must be renewed annually (see the *OMRI Policy Manual* §2.8). Notwithstanding the annual cycle, an OMRI certificate may be revoked at any time (see *OMRI Policy Manual* §2.11).

OMRI certificates for products that have been delisted are void. Suppliers of currently OMRI Listed® products may display or reference only current, valid certificates for those products. Use of an expired, altered, or voided certificate is a violation of OMRI policy.

OMRI Seals

Suppliers may log in to the OMRI website and visit www.omri.org/suppliers/seal to download the appropriate OMRI seal.

OMRI Listed Seal - For products allowed under U.S. NOP Standards

The OMRI Listed seal is a registered trademark that OMRI provides in electronic form to suppliers of OMRI Listed products reviewed to U.S. National Organic Program (NOP) standards.



OMRI Canada Seal - For products allowed under the Canadian Organic Standards

The OMRI Canada seal is a registered trademark that OMRI provides to suppliers of products reviewed in accordance with the standards set forth by the Canada Organic Regime (COR).



OMRI USA/Canada Seal - For products allowed under both U.S. NOP and the Canadian Organic Standards

Products that have been reviewed and assigned an OMRI status of either Allowed or Allowed with Restrictions under both the NOP and COR standards may optionally carry the OMRI USA/Canada seal on product packaging for both markets.



Variation in or changes to any OMRI seals are in violation of this policy. Authorization to use an OMRI seal is granted:

- To those companies whose names appear on the most current *OMRI Products List*® (OPL) or *OMRI Canada Products List*® and on valid OMRI Listed certificates.
- For use only with labels and formulations as reviewed by OMRI for currently listed product names that appear on the most current *OMRI Products List* or *OMRI Canada Products List* and on valid OMRI Listed certificates.

Licensing Agreement

Authorization to use an OMRI seal is extended to distributors of currently listed products so long as the OMRI reviewed label is used and both the product and company names appearing on the current OPL and on valid OMRI certificates are also displayed.

Suppliers shall not extend authorization to any other company to use the OMRI seal under any other circumstances such as for OMRI Listed products that are private labeled and/or repackaged. Authorization to use the OMRI Listed seal is immediately withdrawn upon:

- Removal of the product and/or company name from the OPL.
- Any unreported changes to previously reviewed labels and/or formulations.

Each product marketed as a distinct product must obtain OMRI review independent of any other product listing in order to use the OMRI seal or make OMRI Listed claims. Displaying an OMRI seal in a way that could reasonably be thought to apply to a product that is not currently OMRI Listed is in violation of OMRI policy and U.S. trademark law. The product name and company name given on any product labels or in any advertising or promotional materials must match that which appears in the current *OMRI Products List* or *OMRI Canada Products List*. Private labels or repackages of OMRI Listed products require a separate application under OMRI's repackaged products policy (see the *OMRI Policy Manual* §2.2.8) before the supplier may promote the product as OMRI Listed.

Referring to OMRI Listed Status

Because some words carry very particular meanings in the context of the organic industry, it is important that OMRI Listed products are referred to specifically as OMRI Listed or listed by OMRI. Referring to an OMRI Listed product as “OMRI approved,” “OMRI certified,” “OMRI registered,” or as anything other than OMRI Listed is inaccurate and in violation of OMRI policy. It is also misleading to present OMRI listing in a way that implies organic certification of any kind. Any reference to a product’s OMRI status that OMRI finds to be false or misleading is considered a violation of OMRI policy.

Third Party OMRI Listed Claims and Ingredient Claims

The OMRI Listed Products Available logo may be used by companies that produce, supply, or distribute OMRI Listed products on company websites, or in brochures, catalogs, or other media that is not directly related to an OMRI Listed product. **It is not a substitute for the OMRI seal and is not allowed on packaging.**



It is ultimately the responsibility of the company of record to see that use of the OMRI seal and OMRI Listed claims in association with their product(s), including in promotional materials and on websites of distributors or other third parties, is in conformance with OMRI policy. OMRI Listed suppliers must be able to document a good faith effort to police third-party use of the OMRI seal in association with their products.

Product labels or promotional materials for non-OMRI Listed products that state or suggest that the product contains OMRI Listed ingredients are in violation of OMRI policy. Even if such statements are true, OMRI considers them to be misleading because OMRI has not reviewed and listed the final product.

Force of Agreement

By participating in the OMRI Review Program and agreeing to have products listed by OMRI, suppliers agree to abide by and comply with OMRI policy. In accordance with OMRI policy and U.S. trademark law, all parties who supply, market or distribute products for use in production, processing, and/or handling of food or fiber are required to honor the integrity of the OMRI Listed seal.

If any party is found to be in violation of the OMRI Seal Use Policy, OMRI will require that party to take immediate corrective action. Such actions may include, but are not limited to:

- Removal or modification of the OMRI seal on product labels, in advertising and promotions (in print, electronic, or broadcast media).
- Removal or correction of references made to a product’s OMRI status in the text of advertising or marketing materials.
- Modification of a website or other materials in order to clarify which specific products have OMRI Listed status.
- Removal of product labels from the marketplace, by either buying back the product or blanking out the Seal and unauthorized references to OMRI.
- Discontinued circulation of advertising, promotional materials, catalog listings, and all other forms describing or promoting the product as OMRI Listed.

OMRI reserves the right to take legal action against an OMRI Listed supplier or any other party for any unauthorized use of a trademarked OMRI seal and to seek damages and reimbursement of attorney’s fees and costs incurred in bringing any civil action, arbitration, or mediation to enforce its rights in licensing the OMRI Listed seal. In addition to legal actions, OMRI reserves the right to forfeit a product review or remove a product from the *OMRI Products List* for violation of this policy.

OMRI Seal Guidelines

To ensure that your customers clearly recognize your product as legitimately OMRI Listed, and in order to take the best advantage of OMRI's promotion of the seal, we ask that you carefully follow these guidelines when incorporating the OMRI seal into your product label. Clear representation of the seal helps OMRI and product consumers recognize and eliminate fraudulent products.

Color

Pantone 575
c48 m10 y90 k30
r76 g114 b29
#4C721D

The OMRI seal should be placed on a white background to optimize the vibrancy of the OMRI identity.

PANTONE: The preferred printing is with Pantone Spot Color, and should be used when possible.

CMYK: Printing using 4-color process is usually less expensive than using special Pantone ink.

RGB/HEX: The logo can be used in RGB or HEX formats for electronic purposes only.

BLACK & WHITE: The alternate black & white version should only be used when printing is limited to one color only.

REVERSED: The logo reversed out of any medium or dark solid color is permissible, but not preferred.



Color logo



Black & White logo



Reversed out from any dark color

Clear Space & Size

The OMRI seal should be allowed breathing room, and should not be placed too closely to text or other graphics. The minimum clear space is equal to the cap-height surrounding the logo (cap-height is the height of the letter "T").



Minimum Size
should be no smaller than .75" across.

DO NOT do the following:



Do not change the seal font.



Do not stretch or distort the seal.



Do not change the color of the seal.



Do not type over the seal.

Additional Guidelines:

Use the terms:

- OMRI Listed
- For Organic Use
- For Organic Production

DO NOT use these terms:

- OMRI Approved
- OMRI Certified
- Certified Organic