



Compliant Organic Labels

CERTIFIED ORGANIC RETAIL LABELING

START HERE!

Can I trace this product back to its invoice (or a range of invoices) without adding a label?

NO

Label must be added in-store (scale tag).

YES

Label may not be required. Do other retail regulations outside of NOP require a label?

YES

Label must be added in-store (scale tag).

NO

Label is not required. Ensure traceability.

Does label applied in-store make an OG* product claim?

NO

Is COB** used?

NO

No additional labeling requirements. Ensure traceability.

YES

Does label leave the store with the customer?

NO

YES

COB required.** Must be directly below "Distributed by (Store Name)" statement. Ingredients statement is optional.

NO

Is ingredient statement used?

YES

Organic ingredients must be correctly identified as organic. Allowed non-organic ingredients such as water, salt, citric acid, or xanthan gum must not be labeled as organic. Ensure traceability.

Use this guide to determine if the label you are adding in-store is approved by CCOF and meets the organic standards. Follow the path to compliance!

How do I label this product?

When do I need a label?

KEY:

*OG product claims include "Organic", "Made with organic...", and "100% organic"

**COB = "Certified Organic by..." statement

Approved and Prohibited Labeling

Examples of approved and prohibited organic labels and signage.

Approved Labels



Do notify customers that organic products lose their organic status after they are processed on mixed-use equipment (i.e., used for organic and conventional processing).

This picture is a compliant example of informing customers that coffee beans are no longer considered organic after grinding in a mixed-use grinder. Labeling or displaying a sign next to mixed-use equipment is also acceptable. This applies both to equipment on the store floor that is used by the customer (e.g. flour grinder, mortar & pestle) and to mixed-use equipment operated by store personnel (e.g. bread slicer).



Do ensure “Made with Organic” claims are confirmed with a back stock product label and an organic certificate.

The phrase “Made with Organic” is a regulated claim. Only use a label with a “Made with Organic” claim after ensuring that the label exactly mirrors the organic claim on back stock packaging and that the product is listed on the supplier’s organic certificate.



Do ensure “100% Organic” claims are confirmed with a back stock product label and an organic certificate.

The phrase “100% Organic” is a regulated claim and may only be used when the supplier’s organic certificate is available to verify a product’s “100% Organic” status.



Do include the statements “Distributed by (store name)” and “Certified Organic by CCOF” statements when labeling products as “Organic.”

This applies to labels that will leave the store with the customer, such as scale labels, and is not required on signage that remains in the store, such as a bulk bin tag. The “Certified Organic by CCOF” statement must be included directly below the name/contact information of the store. Organic display labels (or other labels that do not leave the store) are not required to include either statement.

Approved and Prohibited Labeling

Approved Labels (continued)



Do identify organic ingredients within the ingredient statement.

Ingredient statements are not required; however, when an ingredient statement is used, each organic ingredient must be identified as "organic" in the ingredient statement.

Prohibited Labels



Include the "Certified Organic by CCOF" statement.

When repacked products make an organic claim, the label must include the "Certified Organic by" statement.



Identify organic ingredients when the label includes an ingredient statement.

Ingredient statements are not required; however, when an ingredient statement is used, each organic ingredient must be identified as "organic."



Only list CCOF within the "Certified Organic by" statement.

This statement should only read "Certified Organic by CCOF" if the label was applied in the store. Labels applied by the supplier (outside the store) will list the certifier of that supplier.

Approved and Prohibited Labeling

Prohibited Labels (continued)



The “Certified Organic by CCOF” statement must appear below the “Distributed by” statement.



Only use one organic claim.

This bin includes multiple organic claims: “Organic Fresh Grind Peanut Butter” (shown on the smaller orange label) and “Made with Organic Peanuts” (shown on the top label). Multiple labeling claims create confusion for customers.



Label organic products in back stock!

Unlabeled products increase the possibility that a conventional product could be labeled as organic in a display.



Compliant organic labels are an important part of maintaining organic integrity in the certification process. Ensuring your retail labels are compliant helps customers make confident choices and trust that what they’re buying really is organic!