

## Communication Standards



## Communication Standards

To ensure consistency in our message, we have provided the following guidelines for describing Food Alliance and our work. This guide is intended as a reference document for all Food Alliance market partners, certified producers and handlers and others who are called upon to speak about or represent the organization. If you have questions that are not addressed in this guide, please contact our Communications Coordinator, Joe Schaaf, at (503) 493-1066 or at [joe@foodalliance.org](mailto:joe@foodalliance.org).

### Telling Food Alliance's Story

When telling Food Alliance's story please refer to the following:

Food Alliance is a nonprofit organization that works to create market incentives for adoption of sustainable agricultural practices. In support of this mission, they also educate food businesses and others in the food system about the benefits of sustainable agriculture.

Food Alliance was founded by, and enjoys continued support from, leaders in organic and conventional agriculture, scientists, food industry representatives, and advocates for farm labor, animal welfare, the environment and consumers. Food Alliance believes that marketplace rewards are a crucial incentive for creating sustainable agriculture and a sustainable food system. Accordingly, Food Alliance's certification program works on both the supply and demand side of the market equation.

On the supply side, Food Alliance operates the most comprehensive third-party certification program in North America for sustainably produced food. FOOD ALLIANCE CERTIFIED™ distinguishes foods produced by farmers and ranchers who:

- provide safe and fair working conditions,
- provide healthy and humane care for live stock,
- raise livestock without the use of hormones and antibiotics,
- raise crops without the use of genetically modified organisms,
- reduce pesticide usage and toxicity,
- conserve soil and water resources,
- protect and enhance wildlife habitat,
- commit to continuous improvement of these practices.

Producers who meet Food Alliance's strict criteria are granted the right to use the FOOD ALLIANCE CERTIFIED™ eco-label to distinguish their products in the marketplace. To date (May 2006) Food Alliance has certified more than 227 producers in 15 states managing approximately 3.8 million acres of farm and ranch land.

In 2006, Food Alliance introduced a new certification program for foods produced by handlers (packers, manufacturers and processors) verifying the traceability of FOOD ALLIANCE CERTIFIED™ product back to the farm, as well as environmentally and socially responsible practices at the handling facility. FOOD ALLIANCE CERTIFIED™ distinguishes products handled by food packers, manufacturers and processors who:

- source FOOD ALLIANCE CERTIFIED™ ingredients from sustainable farms and ranches,
- create natural products considering purity and nutritional value,
- ensure quality control and food safety,
- responsibly manage water and energy resources,
- responsibly manage waste with emphasis on recycling and reuse,
- provide a safe & fair work environment,
- commit to continuous improvement of these sustainable practices.

On the demand side, Food Alliance is one of the only food eco-labeling organizations working actively to develop a market presence for labeled products, and to increase demand for certified products by developing partnerships and agreements with distributors and retailers (including groceries, restaurants, and food service companies).

### Regional Affiliates and the National Office

When describing Food Alliance, please refer to the national office in Portland, OR; the Northwest Program in Portland, OR and the Midwest Regional Affiliate in St. Paul, MN.

## Talking Points

### Producer Standards

Food Alliance operates the most comprehensive third-party certification program in North America for sustainably produced food.

FOOD ALLIANCE CERTIFIED™ distinguishes foods produced by farmers and ranchers who:

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- reduce pesticide usage and toxicity,
- conserve soil and water resources,
- protect and enhance wildlife habitat,
- commit to continuous improvement of these practices.

### Mission Statement

Food Alliance is a nonprofit organization that works to create market incentives for adoption of sustainable agricultural practices. In support of this mission, they also educate food businesses and others in the food system about the benefits of sustainable agriculture.

### Position Statement

Food Alliance operates the most comprehensive third-party certification program in North America for sustainably produced food.

### Tag Line

Good food for a healthy future.

### Processor Standards

Food Alliance operates the most comprehensive third-party certification program in North America for sustainably produced food.

FOOD ALLIANCE CERTIFIED™ distinguishes products handled by food packers, manufacturers and processors who:

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- create natural products considering purity and nutritional value,
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- responsibly manage waste with emphasis on recycling and reuse,
- provide a safe & fair work environment,
- commit to continuous improvement of these sustainable practices.

### Using FOOD ALLIANCE CERTIFIED™

When talking or writing about our certification program, FOOD ALLIANCE CERTIFIED™, use either “eco-label” or “certification seal” to describe the image and the idea.

#### Correct

Food Alliance

FOOD ALLIANCE CERTIFIED™

FOOD ALLIANCE CERTIFIED™ products

Food Alliance’s certification seal

Food Alliance’s certification program

#### Incorrect

The Food Alliance

Food Alliance certified

Food Alliance-Approved

FA certified

Seal of approval

TFA

FA

## Logo & Seal Use

### Seal & Logo Configurations

The use of Food Alliance's logo and certification seal are governed by specific guidelines. Use of the seal and logo by partners and certified producers is governed by a binding Seal and Logo Use Agreement (please see attachment). This agreement must be signed and returned to Food Alliance before use is authorized.

### When to Use the Standard Certification Seal

The certification seal should only be used on FOOD ALLIANCE CERTIFIED™ product, on product boxes and in point-of-sale materials where FOOD ALLIANCE CERTIFIED™ products are promoted.



### When to Use Regional Identifiers

The regional identifiers may be used in place of the certification seal on product, product boxes and in point-of-sale materials where FOOD ALLIANCE CERTIFIED™ products are promoted. However, because many products are shipped outside the region in which they were produced, the standard certification seal is often the best labeling choice.



### When to Use the Logo

The organizational logo should be used on all materials and in all presentations or briefings to build awareness of the organization.



Electronic versions of Food Alliance's organizational logo and certification seals can be found at <http://www.foodalliance.org/newsroom/logo.htm>.

### When to Use a Logo & Seal Use Agreement

Upon signing partnership agreements or when a farm/ranch is certified, all Food Alliance partners should receive a Logo and Seal Use Agreement. Anyone outside the immediate Food Alliance family who wishes to use the organizational logo and certification seal should receive, sign and return the Logo and Seal Use Agreement and be required to adhere to its provisions. (Please see attached Logo & Seal Use Agreement.)

### Color Specifications for Print

Food Alliance's logo and seal have been designed as a one-color logo with tints. They can be printed in a 100% solid PMS 364 U or a solid 100% black. The crop rows in the inner circle are 50% tint of the solid PMS 364 U.



PMS 364 U



solid 100% BLACK

### Color Specifications for Web & Presentations

For web and presentations, use the following hexadecimal or RGB values:

Hexadecimal: #3b6735

R: 59  
G: 103  
B: 53

# Food Alliance Logo & Seal Use Agreement

Food Alliance wishes to encourage the use of its logo and certification seal to identify foods produced according to Food Alliance standards, without compromising the quality and recognition of the logo and the public image of our programs. Therefore, businesses and organizations using the organizational logo or seal must comply with the following standards:

1. The certification seal may be used only for identification and promotion of FOOD ALLIANCE CERTIFIED™ products.
2. The organizational logo (at right) may be used for advertising and promotional materials (broadcast and print). It is not to be used to promote products.
3. Only the following approved colors may be used for Food Alliance's logo:

One color: black or One color: Green (Pantone 364 U)  
*Other colors must be approved in advance.*

4. The size of the logo should be proportioned appropriately to the application. The logo must not be reduced to a size so small that the type is illegible.
5. Any printed materials, web sites, television or radio advertisements referencing Food Alliance's program and/or bearing Food Alliance's logo or seal must be provided to Food Alliance staff for review and approval prior to release.
6. Food Alliance is the owner of the logo and seal.
7. Food Alliance reserves the right to change this agreement without notice.
8. Regional identifiers should only be used with the certification seal and never with the organizational logo.

## Certification Logo



## Organization Logo



## Regional Identifiers



Please contact Food Alliance for an electronic copy of our seal or logo, or visit [www.foodalliance.org/resources](http://www.foodalliance.org/resources).

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Business/Organization

