



## **The GGN Label and Online Portal**

**For Certified Agriculture  
(Fruit and Vegetables)**



## The GGN Label – Making Responsible Farming Visible

For many people, doing the weekly or daily grocery shopping is a complicated task. The huge variety of consumer labels for different product types can be overwhelming, even for the most conscious shopper.

That's why we created a cross-category consumer label to offer consistent, consumer-relevant assurance and orientation throughout the store.



**The GGN label is for fruit and vegetables, farmed seafood, flowers and plants.**





## What We Stand For

The GGN label is a universal mark of good farming practices which can offer consumer guidance and assurance in their day-to-day grocery shopping.

The GGN label stands for **certified, responsible farming and transparency**.

### What do we mean by this?

#### **Certified:**

All products with the GGN label come from a farm whose production process has been independently certified according to an international GLOBALG.A.P. standard for good farming practices. Find out more on pages 6 and 7.

#### **Responsible:**

The standards behind the GGN label cover food safety, environmental protection, animal welfare, workers' welfare, and supply chain transparency. The GGN label looks out for all aspects of responsible farming.

#### **Transparency:**

The GGN label works with unique GLOBALG.A.P. Numbers (GGNs) and the GGN label portal ([www.ggn.org](http://www.ggn.org)) to create a transparent system that builds trust.

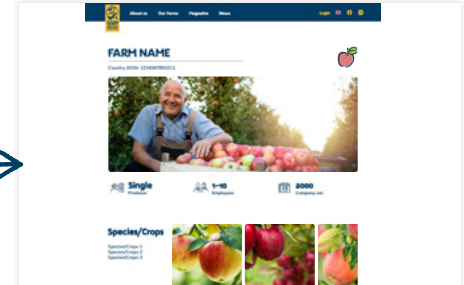
# The GGN Label – A Transparent System that Builds Trust



Unique number for each business (GGN or CoC Number).



Discover the companies behind the label at [www.ggn.org](http://www.ggn.org).



View farm/business profiles which offer information on location and species.

## How it works

The GGN label works with unique 13-digit GLOBALG.A.P. Numbers (GGNs) that are linked to producers with GLOBALG.A.P. certification. These GGNs are printed onto the packaging of products with the GGN label (or shown on price tags for loose products). When shoppers find a GGN on their product, they can enter it into the search system on the GGN label portal to find a farm profile for this producer. Where this exact level of detail is not possible due to sourcing from a pool of certified farms, the Chain of Custody (CoC)

Number is used. This code is linked to another supply chain member – the trader, processor, or packer. The profile for this business can also be found on the GGN label portal and offers transparency through information such as links to the farms they source from.

With this system, we help consumers discover the roots of their products whilst helping the businesses who practice and support responsible farming to showcase this. Together we're taking transparency to the next level!

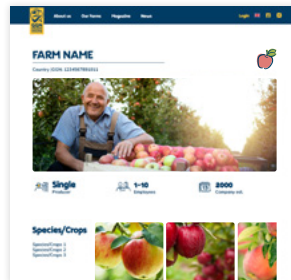


# The GGN Label Portal

The GGN label portal is home to the profiles of all the farms and businesses in GGN label supply chains. But it's not just a place to track products back to their roots. The portal also offers plenty more information for consumers.

On the GGN label portal you can find:

- Farmer, trader, and retailer profiles
- Information on the GLOBALG.A.P. standards behind the GGN label
- FAQs
- News articles
- Magazine articles



Join the GGN label initiative and create your profile!  
[www.ggn.org](http://www.ggn.org)

# The Standards behind the GGN Label for Certified Agriculture

For products to be eligible for the GGN label, each member in the supply chain must hold the relevant certification and/or level of assessment compliance:

## At Farm Level



A valid certificate for the GLOBALG.A.P. Integrated Farm Assurance (IFA) standard for Fruit and Vegetables

Find out more on page 7.



Full compliance with the GLOBALG.A.P. Risk Assessment on Social Practice (GRASP)

This GLOBALG.A.P. add-on is assessed during the IFA audit and checks social welfare on the farm. Find out more on page 8.



Monitoring of maximum residue limits (MRLs) by a GLOBALG.A.P. recognized residue monitoring system

Third-party sampling only; MRL test data is exchanged through an online hub.

Find out more on the GLOBALG.A.P. website.

## At Post-Farm Level



A valid Chain of Custody certificate

The GLOBALG.A.P. Chain of Custody (CoC) standard ensures the segregation and traceability, and thus integrity, of GLOBALG.A.P. certified products throughout their journey from the farm to the market shelf.

*\* Farms with certification from a GLOBALG.A.P. equivalent benchmarked scheme are also eligible to take part in the GGN label initiative. To learn more about benchmarking and for a list of the GLOBALG.A.P. equivalent benchmarked schemes for Fruit and Vegetables, please see the GLOBALG.A.P. website: [www.globalgap.org/benchmarking](http://www.globalgap.org/benchmarking).*

## IFA for Fruit and Vegetables – A Closer Look at What the Standard Entails

### How does the IFA standard for Fruit and Vegetables assure responsible farming?

The IFA standard for Fruit and Vegetables (FV) defines clear criteria to ensure good agricultural practices on farms. It is designed to help improve farm management, raise the efficiency of farm operations, protect environmental resources, and enable access to international markets around the world.

The IFA FV standard covers all stages of production, from pre-harvest activities (such as soil management and plant protection product application) to post-harvest produce handling, packing and storing. It also covers responsible water use, environment and conservation, hygiene and security measures during harvest, and workers' health and safety.

The IFA FV standard (version 5.3-GFS and version 5.4-GFS) is accredited and recognized by the Global Food Safety Initiative (GFSI).



**ENVIRONMENTAL RESPONSIBILITY**  
**INTEGRATED PEST MANAGEMENT**  
**WORKERS' HEALTH AND SAFETY**  
**OPERATIONAL EFFICIENCY**

The GGN label is applicable for all unprocessed fruit and vegetable products covered in the IFA FV standard, including fresh herbs.



## GRASP – For Workers’ Welfare

**Responsible agricultural practices aren’t just about products; they are also about people.** That’s why the GRASP add-on is one of the requirements for the GGN label.

GRASP helps farms to demonstrate that they are working in line with national legislation and the International Labour Organization’s core labor conventions including:

- Worker representation
- Complaint handling procedure
- Self-declaration on human rights
- Access to national labor regulations
- Contracts compliant with national laws
- Fair and regular wages
- No child labor
- Schooling for all children living on the farm
- Regulated working hours
- Self-organization and collective bargaining
- No discrimination

**GRASP assessments apply to every employee on the farm, including permanent employees, seasonal workers, piece-rate workers, day laborers, and (sub)contractors.**



## What the GGN Label Can Offer You...



### ... as a producer:

- A means to distinguish your product from others in a crowded market
- The opportunity to raise awareness of your responsible agricultural practices through your profile on the GGN label portal
- Help with self-promotion through free materials which you can share with your customers



### ... as a trader/processor/packer:

- A cost-effective solution which can strengthen the integrity of your products and build trust in your business
- The opportunity to source from a huge range of companies worldwide thanks to the global reach of GLOBALG.A.P. standards
- Visibility: Increased awareness of your commitment to responsible agricultural practices thanks to your profile on the GGN label portal



### ... as a retailer/brand owner:

- Transparency about your products, on the products
- Increased trust in your brand thanks to a more transparent system with the GGN label portal
- Simplified consumer labeling: one universal label to guide customers to certified, responsibly farmed products across three categories
- The opportunity to raise awareness of your commitment to responsible farming through farmer-centric campaigns

**SHOW YOUR COMMITMENT TO RESPONSIBLE AGRICULTURE AND JOIN THE GGN LABEL INITIATIVE TODAY!**

# Getting Started with the GGN Label – Producers

## Producers who do not package their own products

You do not require a GGN label license. To get started with the GGN label, please complete the following steps:

1. Ensure that your IFA FV certificate is up to date.
2. Ensure that you have a fully compliant GRASP assessment.
3. Ensure that you sell to CoC certified traders or directly to retailers/consumer-facing organizations.
4. If your CoC certified trader has a GGN label license, you are invited to build your profile on the GGN label portal (see our user manual for guidance: [www.usermanual-ggn.org](http://www.usermanual-ggn.org)).
5. Inform your buyers that they can use the GGN label to highlight their commitment to responsible farming.

## Producers who package their own products

You require a GGN label license. To get started with the GGN label, please complete the following steps:

1. Ensure that your IFA FV certificate is up to date.
2. Ensure that you have a fully compliant GRASP assessment.
3. Ensure that you sell to CoC certified traders or directly to retailers/consumer-facing organizations.
4. Apply for your GGN label license through the GGN label portal ([www.ggn.org](http://www.ggn.org)). To do so you must first create an account.
5. Build your profile on the GGN label portal (see our user manual for guidance: [www.usermanual-ggn.org](http://www.usermanual-ggn.org)) and inform your customers that they can use the GGN label to highlight their commitment to responsible farming.

**Find the GGN label license fees on page 13.**

## Getting Started with the GGN Label – Packers, Processors, and Traders

### For businesses that pack products in consumer packaging

If you legally own (or have bindingly ordered) the products at the moment the GGN label visual elements are applied to the packaging, you require a GGN label license. To become a licensee, please complete the following steps:

1. Get GLOBALG.A.P. CoC certification.
2. Ensure that the farms you source from have a valid IFA FV certificate and a fully compliant GRASP assessment.
3. Ensure your suppliers have CoC certification and that you sell to CoC certified traders or directly to retailers/consumer-facing organizations.
4. Apply for your GGN label license through the GGN label portal ([www.ggn.org](http://www.ggn.org)). To do so you must first create an account.
5. Build your profile on the GGN label portal (see our user manual for guidance: [www.usermanual-ggn.org](http://www.usermanual-ggn.org)).



### Still unsure?

The GGN label team is here to help! E-mail us with your queries at [info@ggn.org](mailto:info@ggn.org).

## Getting Started with the GGN Label – Retailers

### Retailers that sell packed products with the GGN label only

You do not require a GGN label license.

To make sure your products carry the GGN label, simply inform your suppliers that you want them to print the GGN label on the packaging. Your suppliers will then initiate the process and be responsible for fulfilling all the requirements.



### Retailers that sell loose products with the GGN label

You require a GGN label license. To get started with the GGN label, please complete the following steps:

1. Get GLOBALG.A.P. CoC certification.
2. Ensure that the farms you source from have a valid IFA FV certificate and a fully compliant GRASP assessment.
3. Ensure your suppliers have CoC certification and that you sell only to consumers.
4. Apply for your GGN label license through the GGN label portal ([www.ggn.org](http://www.ggn.org)). To do so you must first create an account.
5. Build your profile on the GGN label portal (see our user manual for guidance: [www.usermanual-ggn.org](http://www.usermanual-ggn.org)).

Once you are a participant in the GGN label initiative, we encourage you to communicate this in your marketing activities. In the GGN label communication toolkit you can find inspiration for creating campaigns to inform customers that they are buying products from certified companies who support responsible farming.





## GGN Label Fees

To participate in the GGN label initiative, the GGN label licensee will be invoiced for a GGN label fee.

The GGN label fee consists of:

<b>Registration fee</b> (one-time payment)	<b>€1000</b>
<b>Volume-based fee</b> (paid on a quarterly or half-yearly basis)	<b>€0.50/metric ton of labeled product for mass categories*</b> (e.g., tomatoes, bananas)
	<b>€5/metric ton of labeled product for special products*</b> (e.g., berries, herbs)

\*The current product list for the Fruit and Vegetables scope, including the classifications "mass product" and "special product", can be found by logging into your account on [www.ggn.org](http://www.ggn.org).



**If you have any queries,  
please contact the  
GGN label team directly.**

Contact

[info@ggn.org](mailto:info@ggn.org)

Website

[www.ggn.org](http://www.ggn.org)



The term "certified products" used throughout this booklet refers to those products originating from GLOBALG.A.P. certified production processes; the term "certified farms" refers to farms with GLOBALG.A.P. certified production processes.