



# Preferred by Nature Seal Use Policy

Preferred by Nature Certification

Preferred by Nature Seal Use Policy   Preferred by Nature Certification	
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## Introduction and scope

This Policy regulates the conditions for **using the Preferred by Nature Seal (the Seal)** under the Preferred by Nature Certification programme. Certified organisations that would like to use the Seal must ensure to conform with all applicable aspects of this Policy. For ease of use, the Policy includes an explanation of the conditions and specific requirements that may be checked by Preferred by Nature. All parts of this document are **normative** unless otherwise stated.

Within the Preferred by Nature Certification, every organisation involved in the entire process, from land use to production and/or packaging of the final product taking ownership of the material needs to be certified and is subject to the control of the Seal use.

Organisations involved in transporting, distributing and selling final products that do not change anything in the final products or their packaging and do not apply the Seal themselves do not need to undergo the certification process. If such organisations purchase certified products and want to use the Seal in relation to them, they should contact Preferred by Nature to receive a simplified set of Seal use requirements and sign a related agreement.

The [Preferred by Nature Seal Graphic Guidelines](#) shall be followed in addition to this Policy. Before using the Seal, the organisation must also sign a legally binding **agreement** with Preferred by Nature, regulating our certification services. The agreement contains additional important requirements for the Seal use. Some conditions related to using the Seal are related to normative documents of the Preferred by Nature Certification programme, as listed in **Box 1** below. The latest version of any referred documents applies unless stated otherwise.

This Policy does not regulate the use of the Seal on **non-certified promotional materials**, such as gifts and souvenirs. Using the Seal for such purposes is possible but shall always be agreed upon prior to the use, directly with Preferred by Nature.

### Box 1. Normative documents of the Preferred by Nature Certification programme

**Standard PBN-01. Sustainability Framework.** The Framework contains the requirements applicable to producers working on land use level (land managers). Selected indicators in the Standard are also applicable for supply chain entities, including processors. For some products, a product- or sector-specific adaptation of the Framework may apply.

**Standard PBN-02. System Requirements for Certificate Holders.** This Standard applies to all Preferred by Nature certified operations. It contains generic quality system requirements.

**Standard PBN-03. Supplier Management and Due Diligence Requirements.** This Standard is relevant to organisations that apply a risk-based due diligence system to evaluate that the products are conforming with the Sustainability Framework.

**Standard PBN-05. Chain of Custody and Traceability Standard.** This Standard contains requirements for chain of custody models and traceability systems used to manage claims and trace products in the supply chain.

**Standard PBN-09. Terms and Definitions.** This Standard contains definitions and concepts used in the Preferred by Nature Certification programme.

## Versions history

Version 1.0, 11 September 2023

## Terms and definitions

**Claim.** A message used to describe or promote a product, process, business or service concerning its sustainability attributes or credentials.

**Component.** A part or element of a semi-finished or finished manufactured product. For clarity and to keep the language shorter, ingredients of food products are also called components in this Standard. A component can be cocoa in a chocolate bar or a specific wooden component in a piece of furniture.

**Core component.** The main component in a multi-component product. The core component is the main component that is usually associated with the product. It is typically a substantial and often also visible or prominent part of the product. For example, for chocolate, cocoa is a core component. In case of doubt, please contact Preferred by Nature to clarify if a component would be eligible as a core component for a given product. Correct application of this definition is critical for **multi-component products** and related claims.

**End user.** A person or organisation that purchases the product for the purpose of consuming it or using the product for its intended final use purpose. End users always purchase **final products**, but final products may be traded also between business entities, that are not end users, such as distributors, traders and wholesalers.

**Final product.** Product where no further modification (including packing or repacking) of the product occurs. Final products may be sold and purchased by distributors and wholesalers, but they will eventually be sold to the **end users**. In the context of this Policy, it is important to note that the term's significance lies in the fact that there are extra requirements when using the Seal on final products or for promoting final products to end users.

**Multi-component product.** Products composed of multiple components, such as a table with a glass top and wooden frame or a chocolate bar containing cocoa, cocoa butter, sugar and nuts.

**Off-product.** It refers to **product-related** Seal use to indicate the certified status of **final products**, except placing the Seal directly on products or their packaging. Examples of off-product use include using the Seal on marketing materials, product catalogues or social media with reference to the certified status of specific final products. Note that this term is used in this Policy only in relation to **final products**.

**On-product.** It indicates using the Seal directly on the certified **final products** or on such products' packaging to communicate that the products have been produced with care for people, nature and the climate. On-product Seal use includes using the Seal directly on products, as well as on any product packaging, labels, tags, stickers, hangtags or other items that are attached to the product or its packaging. Note that this term is used in this Policy only in relation to **final products**.

**Organisation.** In the context of this Policy, "Organisation" refers to any entity that would like to use the Seal. The Organisation is fully responsible for the proper use of the Seal and conformance with the requirements of this Policy.

**Product-related.** It indicates using the Seal in relation to **final products**. Product-related use has two options: **On-product** use refers to utilising the Seal directly on a product or its packaging; **Off-product** use pertains to the application of the Seal in connection with products, such as in product marketing catalogues or other promotional materials. Please be aware that this term is exclusively employed in this Policy concerning final products.

**Seal.** In the context of this Policy, the Seal refers to the Preferred by Nature round visual hummingbird illustration (as depicted on the right). Various colour variations of the Seal are available, as detailed in the [Preferred by Nature Seal Graphic Guidelines](#)



**Segregation marking.** This is using the Seal for the purposes of easy identification of certified non-final products in the supply chain. Segregation marking can be used internally inside the organisation for staff to easily recognise and distinguish certified products from others, as well as in business-to-business interactions, to help the next buyer in the supply chain distinguish certified products. Segregation marking is not allowed and shall not be used on any final products or in ways where the segregation marking may reach or be visible to end users of the product.

**Scope.** The "Scope" of the chain of custody system is defined by the models applied, the products encompassed, the crops/species/commodities processed, the claims addressed, and the sites and members involved.

**Certification code.** Each certified organisation is assigned a code by Preferred by Nature. This code is specified on the certificate, which is issued to organisations that have demonstrated conformance with the relevant requirements of the Preferred by Nature Certification programme.

## 1. Preferred by Nature Seal - overview

The Preferred by Nature Seal, referred to as "the Seal," offers organisations an opportunity to convey their dedication and accomplishments in the realm of sustainable business practices. The Seal indicates that the product comes from farms or forests managed with care for people, nature and the climate.

Preferred by Nature Certification is a programme with requirements for sustainable land management and processing. Organisations certified against the programme and holding a valid certificate can make claims about their certified status.

Claims related to the certified status of products in the scope of the certificate are available for all certified organisations and indicate that the product conforms with the requirements of the Sustainability Framework. Such claims are detailed in the Preferred by Nature "Chain of Custody and Traceability Standard" (SP-05).

The Seal offers an extra visual means to express a commitment to people, nature and the climate, in accordance with Preferred by Nature's Standards. There are specific additional requirements governing the use of the Seal, which are outlined in this Policy.

The Seal can be used in **three primary ways**:

- 1) To communicate the certified status of the organisation,
- 2) For Segregation marking in the supply chain and
- 3) To indicate product-related Seal use in relation to final products.

This section outlines requirements that apply to any use of the Seal and must always be adhered to. Further details and additional requirements for segregation marking and product-related Seal usage are elaborated in the subsequent sections.

## 1.1. General requirements for the Seal use

### Requirements

### Guidance

**1.1.1.** Organisations using the Seal shall hold a valid Preferred by Nature Certificate.

The Seal can be used to indicate the certified status of the Organisation or for specific products (product-related use).

Please note that this Policy applies to organisations that need to undergo a certification and will receive a Preferred by Nature Certificate.

Organisations engaged in the transportation, distribution and sale of final products, without making any alterations to the products or their packaging are exempt from the certification process.

If such Organisations purchase certified products and want to use the Seal in relation to them, they should contact Preferred by Nature to receive a simplified set of Seal use requirements and sign a related agreement.

**1.1.2.** Whenever the Seal is used, whether for public or business-to-business purposes, it must be accompanied by the Organisation's certificate code.

The certificate code enables organisations, consumers and other stakeholders to identify the certificate holder and access relevant information about the scope of their certificate. A list of certificates is published on Preferred by Nature's website.

## 2. Types of Seal use and related requirements

Certified organisations can employ the Seal in **three primary ways**. Comprehending this classification and the intent behind each option is essential for the proper execution of this Policy.

A critical factor influencing the criteria for Seal use is whether the product falls into the category of **final or non-final products**. Seal usage pertaining to final products entails supplementary requirements. Below, we explain the **three Seal usage options**, followed by the specific requirements for each type of usage.

1. **To communicate the certified status of the organisation.** Certified organisations may use the Seal in their communication channels to indicate and communicate the certified status of the organisation.
2. **Segregation Marking.** Organisations that manufacture, process or trade the products within the supply chain may use the Seal for segregation purposes. The purpose of segregation marking is to provide a practical and easy way to distinguish the certified products as they travel through the supply chain. Segregation marking can be used both directly on the product or product packaging but can also be used on related documents, such as task orders, shipping documents and invoices. Segregation marking is meant for business-to-

business communication only and is not allowed on any **final products** or related to them. Segregation marking may not reach **end users**.

3. **Product-related** use – Product-related use of the Seal refers to any use of the Seal in relation to **final products**. The product-related Seal use has two options: **on-product** and **off-product** use.

In the context of this Policy, all three terms are used only in relation to **final products**. Product-related Seal use aims to communicate that the product has been produced in a way that benefits people, nature and climate to **end users**.

Throughout this Policy, references to **on-product** use of the Seal include the use of the Seal directly on the **final products**, as well as on any product packaging, labels, tags, stickers, hangtags or other items that are attached to the product or its packaging.

**Product-related** Seal usage is directed towards end users and is meant to convey the favourable sustainability attributes of the product.

When consumers opt for final products bearing the Seal, they make an environmentally and socially responsible purchasing choice. Preferred by Nature has therefore established the most stringent requirements for product-related Seal usage.

In addition to alignment with the Sustainability Framework requirements, organisations wishing to use the Seal in relation to final products must also conform with both of the following **two requirements**:

- The **product's carbon footprint** shall be managed, including measuring the footprint and having a transparent plan for related reductions of the product footprint. To do this, the organisation shall conform to the product-related requirements in the Preferred by Nature [Carbon Footprint Management Standard](#). AND
- The Organisation shall make a **financial contribution to projects that support climate-positive impacts** and generate positive benefits for people, nature and the climate.

There are various options available for such investments, as described in **section 3** of this Policy.

## 2.1. Seal use for certified status communication

### Requirements

### Guidance

- 2.1.1. Organisation may use the Seal to communicate their certified status under the Preferred by Nature Certificate.

This option intends to empower Preferred by Nature Certified Organisations to convey their certified status.

This communication can be directed towards businesses or the general public, utilising a variety of communication channels.

## Requirements

## Guidance

**2.1.2.** The Organisation must provide an additional explanation when using the Seal in the following situations:

- Whether the Organisation is also involved in manufacturing or trading any products that are not certified.
- If the Organisation is a land manager and manages any areas which have been excluded from the scope of the Preferred by Nature Certification.
- If the Organisation is a land manager producing multiple crops or products and not all of them are certified by Preferred by Nature.

In most cases, supply chain companies are also involved in handling products which are not Preferred by Nature certified.

When using the Seal to convey the Organisation's certified status, it is necessary to include a clarification that this status does not encompass all products manufactured or traded by the Organisation.

In the case of certified land managers, typically, all areas managed by the Organisation and their associated products are certified. Nevertheless, if this is not the situation, it is equally important to provide a clarifying statement.

## 2.2. Seal use for segregation marking

### Requirements

### Guidance

**2.2.1.** The Seal may be used for the purpose of segregation marking within the product supply chain:

- Internally within an Organisation or in business-to-business interactions
- For the purpose of easy identification of certified products.

The purpose of segregation marking is to provide a practical and easy way to distinguish the certified products as they travel through the supply chain.

Segregation marking can be used both directly on the product or product packaging but can also be used on related documents, such as task orders, shipping documents and invoices.

**2.2.2.** Segregation marking may be used only for products that are covered by the scope of a valid Preferred by Nature certificate.

It must always be clear to which products the segregation marking refers.

**2.2.3.** For any use of the Seal for the purpose of segregation marking, the Organisation shall ensure the following:

- The Seal is not used on final products or its packaging
- The Seal shall not reach end users.

Segregation marking is allowed only within the supply chain and only for non-final products. Segregation marking is not allowed on any final products or in any way related to final products.

## 2.3. Product-related Seal use

### Requirements

### Guidance

<p><b>2.3.1.</b> Product-related Seal usage is exclusively permitted for products falling within the scope of a valid Preferred by Nature certificate.</p>	<p>The scope of the certification is detailed on the certificate, which can be accessed on Preferred by Nature’s website.</p>
<p><b>2.3.2.</b> The Seal must not be employed with products in a manner that could lead to uncertainty or misunderstanding about which products it is associated with.</p> <p>Additional clarifications shall be included whenever there is a potential risk of confusion.</p>	<p>For example, if both certified and non-certified products are included in the same marketing materials, any use of the Seal shall explicitly refer to the certified products.</p> <p>The Seal shall not be used in a way that may indicate that all products in the catalogue are certified. The Seal usage may be enhanced by providing a written explanation that elucidates the link between the Seal and the certified products.</p>
<p><b>2.3.3.</b> When using the Seal in connection with products, the Organisation must ensure that these products comply with the Preferred by Nature <b>Carbon Footprint Management Standard</b> requirements related to product footprint.</p>	<p>The Carbon Footprint Management (CFM) Standard includes requirements for measuring the product’s footprint, reducing associated emissions and disclosing relevant information to the public. The reduction objectives in the CFM Standard have been formulated to be in line with Science-based targets and the Paris Agreement.</p>
<p><b>2.3.4.</b> When dealing with <b>multi-component products</b>, the Organisation may use the product-related Seal exclusively for those products in which the <b>core component</b> has been certified and complies with all relevant requirements.</p>	<p>Please refer to the Preferred by Nature Chain of Custody Standard for more information and requirements related to multi-component products.</p>
<p><b>2.3.5.</b> For any product-related Seal use, the Organisation shall choose one of the three available options and ensure <b>related payment of the Climate and Biodiversity Contribution</b>.</p>	<p>Further details on the Climate and Biodiversity Contribution are referred to in the following section. The three options mentioned here are described in the section below.</p>

## 3. Climate and Biodiversity Contribution

This entire section and all related requirements are applicable only for **product-related** Seal use. As explained above, product-related Seal use refers to the use of the Seal in relation to **final products** and indicates the Seal use either **on-product** or **off-product**. This section does not apply to Organisations that are not using the Seal in relation to final products.

Preferred by Nature offers the organisations **three options** for the Climate and Biodiversity Contribution:

- OPTION 1. Contribute to Preferred by Nature projects**
- OPTION 2. Compensation through verified carbon credits**
- OPTION 3. Direct contribution to other projects**

Each option, along with its relevant requirements, is detailed below. Organisations that intend to use the Seal on final products or for promotional purposes targeted at end consumers must select which option they want to use for the contribution payment option and communicate this choice to their designated Preferred by Nature contact person. Depending on the chosen option, the applicable requirements will be checked, and further course of action will be agreed upon.

### **OPTION 1. Contribute to Preferred by Nature projects supporting people, nature and the climate.**

The Organisation commits to an annual contribution towards Preferred by Nature projects supporting biodiversity enhancement, restoration and positive climate impacts. This commitment is fulfilled through payment of related **Climate and Biodiversity Contribution**. The specific amount of the compensation contribution is determined by two factors: the total volume of products sold with the Preferred by Nature Seal and the carbon footprint of those products (CO<sub>2</sub>e). The contribution is paid annually.

Preferred by Nature has set a contribution rate of **20 EUR per 1 ton of CO<sub>2</sub>e**. This rate has been determined based on market analyses and takes into consideration the price of carbon credits. The purpose of Option 1 is to channel investments into projects that support biodiversity, ecosystem restoration and positive climate impacts while also having a positive influence on social welfare. The carbon market pricing level is used as a proxy for Options 1 and 2 to be roughly comparable in terms of cost level. Preferred by Nature recognises the volatility of carbon markets and may revise the contribution rate, with a minimum 12-month notice provided.

Preferred by Nature invests the contribution into projects supporting positive climate impacts, conserving biodiversity and protecting the wellbeing of people. While the entire contribution is allocated to these projects, a portion is utilised to cover administrative expenses associated with managing the collection and disbursement of the contribution. Preferred by Nature maintains a public list of projects on its website, which may be fully or partly funded using the **Preferred by Nature Climate and Biodiversity Contribution**.

## **3.1. Requirements for OPTION 1 | Contribution to Preferred by Nature projects**

### **Requirements**

### **Guidance**

**3.1.1.** For any product-related Seal use, the Organisation shall make a payment of the Preferred by Nature Climate and Biodiversity Contribution at the valid rate, based on the volume of products sold with the Preferred by Nature Seal and the carbon footprint of those products.

The total size of the contribution is calculated by multiplying the volume of labelled product by the carbon footprint in CO<sub>2</sub>e of these products and multiplying it by the valid contribution rate. The valid rate is 20 EUR per 1 ton of CO<sub>2</sub>e.

EXAMPLE: If the Organisation wishes to label 90 tons of a product with carbon footprint of 0.5 ton of CO<sub>2</sub>e per 1 ton of the product, the total payable contribution is 900 EUR. (90 t of products \* 0.5 t/CO<sub>2</sub>e \* 20 EUR = 900 EUR).

## Requirements

## Guidance

- 3.1.2.** The Organisation shall decide on the payment timeline and shall make the payment either:
- Upon production of the products and as they are stocked for further distribution
  - Before the product carrying the Seal is sold to customers or
  - Within a maximum period of 12 months from the date of sale.

The **three options** have been provided taking into consideration different business scenarios.

The first option may be simpler for companies that plan to label a known quantity of products with the Seal.

The second option can be used when the number of products sold with the Seal is unknown, unpredictable or subject to significant fluctuations.

### OPTION 2. Compensation through verified carbon credits

The Organisation will purchase and retire certified carbon credits from an eligible certified carbon project in a volume equivalent to the footprint of all the final products, which are labelled with the Preferred by Nature Seal. Projects that serve as the source of certified carbon credits must satisfy all three of the following conditions. These requirements have been set by Preferred by Nature to ensure the purchased credits lead to direct benefits for nature, climate and people.

- The projects shall rely on nature-based solutions, focusing on agriculture, forestry or other land use improvements, such as wetlands, and**
- The projects shall deliver carbon removal or carbon emissions reductions (credits from avoided emissions projects (for example, avoided deforestation) are NOT eligible) and**
- The projects shall be verified under credible carbon certification schemes that also take into account social aspects, adhering to the conditions outlined in Annex 1. Some examples of such schemes include VERRA (in combination with CCB (Climate, Community and Biodiversity Standard)), Gold Standard or Plan Vivo. If in doubt, Organisations may contact Preferred by Nature for clarification on the eligibility.**

*Examples of eligible project types related to points 1 and 2 above include:*

- Restoration projects, such as afforestation, reforestation or revegetation
- Improved forest management projects, such as reduced impact logging, extension of rotation age or low production to high productive forests
- Improved agricultural land management projects and regenerative agriculture projects, such as improved cropland or grassland management or cropland and grassland land-use conversions
- Projects reducing methane emissions, such as those on improved cattle management or improved rice cultivation projects
- Wetlands restoration.

### 3.2. Requirements for OPTION 2 | Compensation through CERTIFIED carbon credits

## Requirements

## Guidance

- 3.2.1.** The Organisation shall purchase and retire the number of carbon credits equivalent to the total carbon footprint of the certified products subject to product-related Seal use.

The carbon footprint calculation shall be aligned with the principles and meet the applicable requirements specified in the Preferred by Nature Carbon Footprint Management Standard.

## Requirements

## Guidance

**3.2.2.** The Organisation shall ensure that the projects from which the carbon credits originate meet the Preferred by Nature requirements for eligible carbon projects.

The eligibility requirements are described above and include specification that avoided emissions projects are not accepted.

**3.2.3.** The Organisation is responsible for confirming that the projects generating carbon credits are certified under a credible carbon project scheme and that the credits adhere to the following requirements:

Projects which are certified under credible and well-known carbon schemes would typically meet these requirements. However, if there is any uncertainty, Organisations are welcome to contact Preferred by Nature for guidance.

- Represent genuine, additional permanent GHG emissions reductions
- Are unique and not double-counted
- Entail no carbon leakage
- Are issued only after emissions reductions linked to the carbon project have occurred unless specified otherwise by the relevant carbon standard
- Are supported by publicly available project documentation
- Are stored and retired in an independent and credible registry.

**3.2.4.** The Organisation shall decide on the option and shall purchase and retire the credits, either:

- a) Upon production of the products and as they are stocked for further distribution
- b) Before the product carrying the Seal is sold to customers or
- c) Within a maximum period of 12 months from the date of sale.

The **three options** have been provided considering different business scenarios.

The first option may be simpler for companies who plan to label a known quantity of products with the Seal.

The last two options can be used when the number of products sold with the Seal is unknown, unpredictable or subject to significant fluctuations.

### OPTION 3. Direct contribution to other projects

Preferred by Nature has created this third option to allow case-by-case investment into other types of projects that benefit people, nature and climate, focusing on biodiversity, restoration, climate mitigation, along social benefits. This option is like Option 1; however, instead of paying the contribution to Preferred by Nature, it can be directly invested in related projects. The minimum size of the contribution is the same as under Option 1 - **20 EUR per 1 ton of CO<sub>2</sub>e.**

The projects used for the payment of the contribution must be agreed upon with Preferred by Nature on a case-by-case basis to ensure the projects are accepted for the purpose of compensation and are aligned with the purpose of the contribution.

### 3.3. Requirements for OPTION 3 | Direct contribution to other projects

Requirements	Guidance
<p><b>3.3.1.</b> For any product-related Seal use, the Organisation shall invest a contribution into eligible projects that benefit people, nature and the climate, based on the volume of products sold with the Preferred by Nature Seal and the carbon footprint of those products.</p>	<p>The basis for calculating the contribution is the same as under option 1.</p> <p>The total size of the contribution is calculated by multiplying the volume of labelled product by the carbon footprint in CO<sub>2</sub>e of these products and multiplying it by the valid contribution rate. The valid rate is 20 EUR per 1 ton of CO<sub>2</sub>e.</p> <p>EXAMPLE: If the organisation wants to label 90 tons of a product with carbon footprint of 0.5 ton of CO<sub>2</sub>e per 1 ton of the product, the total payable contribution is 900 EUR. (90 t of products * 0.5 t/CO<sub>2</sub>e * 20 EUR = 900 EUR).</p>
<p><b>3.3.2.</b> The Organisation is required to obtain written approval from Preferred by Nature for each project where the contribution is made.</p>	<p>It is crucial to coordinate and secure approval from Preferred by Nature for each project to ensure that they align with the goal of the contribution, which is to achieve climate benefits while also promoting biodiversity enhancement and benefiting people.</p>
<p><b>3.3.3.</b> The Organisation shall decide on the payment timeline and shall make the payment either:</p> <ol style="list-style-type: none"> <li>Upon production of the products and as they are stocked for further distribution</li> <li>Before the product carrying the Seal is sold to customers or</li> <li>Within a maximum period of 12 months from the date of sale.</li> </ol>	<p>These options have been developed with various business scenarios in mind.</p> <p>The first option may be simpler for companies that plan to label a known quantity of products with the Seal.</p> <p>The last two option can be used when the number of products sold with the Seal is unknown, unpredictable or subject to significant fluctuations.</p>

## 4. Seal use monitoring

Preferred by Nature is dedicated to upholding the principles of accurate labelling and safeguarding the integrity of Seal usage. We also want to minimise the administrative burden and costs related to the process. As a general principle, the following elements form the policy for the Seal use monitoring:

- Organisations are responsible for following all the requirements in this Policy, in the [Preferred by Nature Seal Graphic Guidelines](#) and in other relevant normative documents.
- Preferred by Nature auditors will assess the organisation's awareness of these requirements and their systems and procedures for adhering to them during assessments, annual audits and on a case-by-case basis as needed.
- For any **product-related** Seal use, organisations are required to submit the Seal use for approval before using the Seal. Once Preferred by Nature staff has confidence that the organisation understands and follows the related requirements, general approval may be granted. Once the

Organisation has received general approval, they are not required to submit each Seal use for approval individually.

- In case of any doubt in relation to any use of the Seal or if the organisation has special or complex cases for the Seal use, the organisation shall always seek guidance from Preferred by Nature before using the Seal.
- Preferred by Nature retains the right to contact the organisation at any time if there are doubts or a need to certify conformance with any Seal use related requirements.
- Preferred by Nature has a system to follow up on claims related to Seal misuse. Any individuals, organisations or stakeholders with reasonable suspicion or evidence of Seal misuse are encouraged to contact and inform Preferred by Nature. Preferred by Nature commits to follow up on justified claims.

Additionally, it is important to note that organisations using the Seal must also enter into a legally binding agreement with Preferred by Nature, which governs certification, certification services, and includes additional important requirements related to Seal usage and monitoring.

## 4.1. Requirements for Seal use monitoring

Requirements	Guidance
4.1.1. The Organisation shall maintain clear and certifiable records of all uses of the Preferred by Nature Seal.	The Organisation is responsible for maintaining comprehensive records, encompassing the artwork, design and the context of Seal usage. These records must be accessible to Preferred by Nature auditors upon their request for the purpose of certifying compliance.
4.1.2. The Organisation shall maintain records of the types and volumes of products which have been labelled with the Seal.	The information must be accessible to auditors to certify compliance.
4.1.3. The Organisation shall submit for review and receive approval for any <b>product-related</b> use of the Seal prior to the use, unless a general approval has been granted to the Organisation by Preferred by Nature.	For <b>product-related</b> Seal use, Organisations are required to submit the Seal use for approval before use of the Seal. Once Preferred by Nature staff has confidence that the Organisation understands and follows the related requirements, Preferred by Nature may grant the Organisation general approval. The general approval does not release the Organisation from following any other requirements and Preferred by Nature still reserves the right to check any Seal use at any time. The general approval may be withdrawn if the Seal is not used correctly.
4.1.4. If the Organisation has any uncertainty about the correct use of the Seal or wants to use the Seal in ways that are not clearly regulated, the Organisation shall seek approval from Preferred by Nature before using the Seal.	Preferred by Nature provides an online client platform that can be utilised for submitting requests for Seal usage approval.



Preferred by Nature is an international non-profit organisation working to support better land management and business practices that benefit people, nature, and the climate. We do this through a unique combination of sustainability certification services, projects supporting awareness raising, and capacity building. For 30 years, we have worked to develop practical solutions to drive positive impacts in production landscapes and supply chains in 100+ countries. We focus on land use, primarily through the forest, agriculture and climate impact commodities, and related sectors, such as tourism and conservation.

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

