

# Meet the Preferred by Nature Hummingbird Seal

Share that you care  
About **people, nature and the climate**

**30** years of  
experience



**100+** countries  
where we  
work



**30+** million ha of  
certified farm and  
forest land



The Preferred by Nature™ Hummingbird Seal on a product indicates its adherence to the sustainability standards established by Preferred by Nature. Serving as a symbol of dedication to responsible sourcing and production, it underscores a commitment to respecting both nature and people. Discover how the Hummingbird Seal can be used for on-product labelling, segregation marking and promotion, offering a comprehensive framework for driving positive change and elevating your organisation's environmental credentials.

The Preferred by Nature Hummingbird Seal can be utilised in three distinct ways, **each with specific requirements**:



## To communicate the certification status of the organisation

All entities certified against the Sustainability Framework (Sustainability Scope) are entitled to use the Preferred by Nature Seal in their communication to indicate and communicate their certified status.



## For segregation marking

Organisations certified against the Sustainability Framework (Sustainability Scope) may utilise the Seal to distinguish certified products as they travel through the supply chain (on product packaging, task orders, shipping documents, invoices). **Segregation marking cannot reach end users.**



## Related to final products

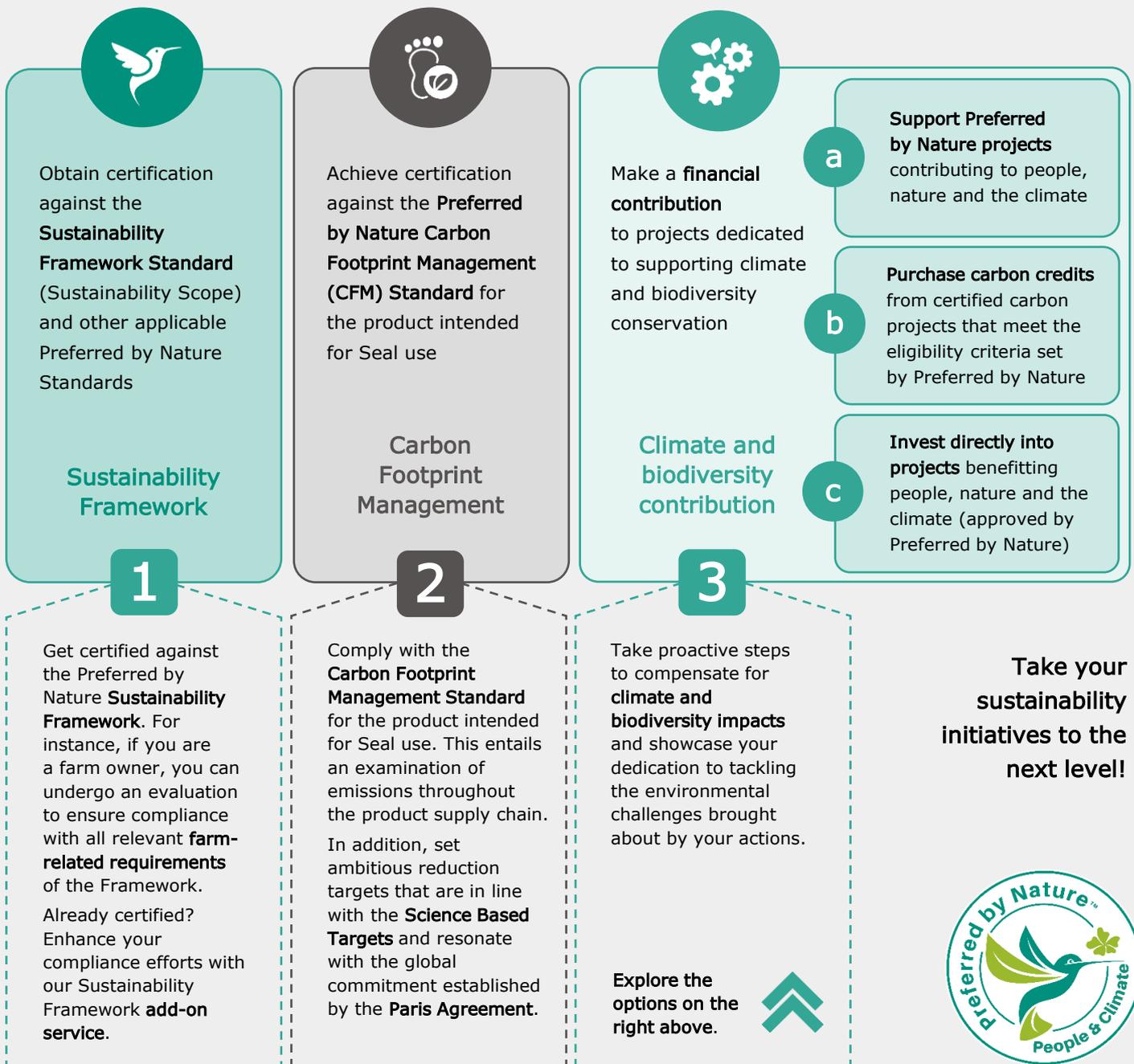
This involves any use of the Seal to visibly indicate their positive impact on people, nature and the climate on final products for the end user.

*Additional requirements are applicable; please refer to page 2 for further details.*

*All entities certified against the Sustainability Framework Standard (Sustainability Scope)*

# Explore pathways for incorporating the Hummingbird Seal into **final products reaching end users**

Organisations certified against the Sustainability Framework Standard can communicate their compliance and utilise the Seal for both segregation marking and business-to-business communication. This includes displaying it on websites and promotional materials. However, if you plan to showcase the Seal in relation to final products reaching the end consumers, **additional requirements must be fulfilled**. To utilise the Preferred by Nature Seal in relation to **final products**, organisations must achieve the **following**:



# Conditions for Hummingbird Seal and claims use

Conditions	Yes	Yes
1. Do you comply with applicable Sustainability Framework Standard (Sustainability Scope)   add-on indicators?	yes	yes
2. Do you comply with the CFM Standard?	+	+
3. Do you have your climate impacts compensated?	no	yes
<hr/>		
<i>Can I use claims?</i>	yes	yes
<i>Can I use the Seal to communicate the certified status of the organisation?</i>	yes	yes
<i>Can I use the Seal for segregation marking?</i>	yes	yes
<i>Can I use the Seal in relation to final products reaching end users?</i>	no	yes



Organisations certified under relevant Sustainability Framework indicators may make **claims**. If already certified under Forest Stewardship Council™ (FSC™) Forest Management/Rainforest Alliance Sustainable Agriculture Standards, certification against **add-ons** (subsets of Sustainability Framework indicators) is available.



If organisations certified against relevant indicators of the Sustainability Framework Standard meet **additional criteria** (conditions 2 & 3 on previous page), they can feature the Seal in relation to **final products** reaching end consumers.



Organisations certified under the Regulatory Scope of the Sustainability Framework, tailored for international regulations like the **EU Deforestation Regulation**, are ineligible to use the Seal.

## Use the Preferred by Nature Hummingbird Seal to:



demonstrate that you care about people, nature and the climate



communicate sustainability and carbon compensation efforts



communicate your ESG-related claim/reporting

# EXPLORE



Preferred  
by Nature  
Certification



Preferred by  
Nature Seal  
Use Policy



## Searching for a partner with global experience and local presence?



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, project 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)



Reach out to us to discuss your needs  
and together we will explore the  
possibilities:



<https://preferredbynature.org/contact-us>

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