

The Vegan

Certification Process

Manufacturers that carry the Vegan Certification Trademark on their products guarantee that each product is vegan, containing no animal ingredients or animal by-products, using no animal ingredient or by-product in the manufacturing process, and not being tested on animals.

Steps in the Certification Process-

1. Company submits certification application for review by faxing or mailing completed application with the **complete list of ingredients and processing** to Vegan Awareness Foundation/Vegan Action. Information regarding any animal testing on the finished product or testing of individual ingredients by the manufacturer or on their behalf must be included in the application. Products containing sugar need to include verification from the sugar supplier that the sugar is not filtered through bone char.
2. Upon receipt, the application will be checked and any queries will be forwarded to the company requesting certification.
3. Products will be reviewed which **may** involve laboratory testing and contact with the suppliers and manufacturers. This process may take several weeks depending on the number of products submitted for review and the amount of questionable ingredients or processes.
4. There is a \$75 dollar rush fee for companies wishing to have their products rushed through in 7 days. This is not available to companies that submit more than 10 products for review at once. The rush fee does not guarantee that all applications can be rushed through as the process depends upon the companies ability to supply needed information in a timely manner.
5. After thorough review of the products, The Foundation grants use of the trademark for a 12 month period.
6. Licensing fee is assessed by companies' annual revenue and is due at time of the certification. Companies may set up an account to pay the license fee in installments. New companies (less than two years old) will receive a 10% discount on licensing fee for the first year of certification. There is also a 10% discount for companies that exclusively market vegan products. (Example: 1 year old, exclusively vegan company will receive a discount of 20%).

<u>Fee band</u>	<u>Annual Turnover</u>	<u>Annual Fee</u>
A	Under \$15,000	\$120
B	Up to \$250,000	\$150
C	Up to \$450,000	\$250
D	Up to \$850,000	\$450
E	Up to \$2 million	\$650
F	Up to \$10 million	\$1,500
G	Greater than \$10 million	\$2,000

7. The Foundation will issue a permission-to-use document/certificate declaring certification status upon receipt of the licensing fee. Additional products can be submitted for review anytime during the 12 month period at no extra charge.
8. Upon receipt of the licensing fee, The Foundation will issue the artwork in a gif, tif, or png format. We also have several variations of the artwork for use for your companies unique design needs.
9. Vegan Action will list your company on our website, www.vegan.org.
- 10. After the 12 month period is up companies will be reviewed and required to submit the annual licensing fee to continue using the trademark for another 12 month period.**
11. Companies are required to notify Vegan Awareness Foundation/Vegan Action when ingredients in any certified products change and submit new ingredient lists for verification.
12. Please notify Vegan Action if your company is going out of business or has changed addresses.

The trademark is the property of the Vegan Awareness Foundation/Vegan Action and can be revoked under the following circumstances:

1. **Failure to conform to the certification agreement.**
2. **Non-payment of the licensing fee.**
3. **Misuse of trademark on products not certified vegan.**
4. **If the Certified Vegan Logo is ever used in error on a product not certified by Vegan Action, your company must notify Vegan Action as soon as possible, cover up the logo on the uncertified products, or destroy the incorrect labels. If any incorrectly labeled products have made it to the marketplace, your company must post a consumer notification on their website regarding their error. Misuse of the Certified Vegan Logo could result in a void contract and loss of Vegan Certification and the use of the Certified Vegan logo.**

The Vegan Awareness Foundation *reserves the right* to assess a penalty fee to any company that is found in violation of the merchant agreement by misuse of the trademark or by providing false or misleading information regarding ingredients and processing of product. Although this is extremely rare, The Vegan Awareness Foundation can require companies to pay for and have their products tested in a laboratory of the Foundation's choosing if they feel that proper verification of vegan status cannot be determined otherwise and the company still wishes to receive certification.

The Foundation does not permit companies to use language that implies that we recommend a product- **“Certified (Vegan) by Vegan Action”** is acceptable wording.

Please e-mail certification@vegan.org if you have questions regarding any of the above statements.

What are the benefits of Vegan Certification?

In addition to vegan consumers, Vegan Certification appeals to a wide variety of consumers including health conscious, vegetarian, lactose intolerant, and people allergic to eggs. Although vegans represent a fraction of the population, the marketing of foods made without any animal products can include rather than exclude this segment to increase the potential market. Vegans are heavy and loyal users of products that meet their needs. They often generate word of mouth recommendations not only to other vegans, but also to the spectrum of meatless consumers. Vegans are more likely to buy a product that is vegan certified because it openly caters to them. Often vegan consumers avoid products because they are unsure about certain ingredients but Vegan Certification removes any doubts about the products vegan suitability. Vegan and vegetarian diets are rapidly growing in popularity. Mintel Consumer Intelligence estimated that the vegetarian foods market will be \$2.8 billion by 2006.

Other Statistics:

- 4.8 million people were estimated to be “True Vegetarian” in a 2000 Zogby poll.
- A 2000 Roper poll estimated that there are one million vegetarian children ages 6-17.
- According to the National Digestive Diseases Information Clearinghouse, between 30 and 50 million Americans are lactose intolerant.
- The 2000 Zogby poll estimates that vegans make up 1% of the US population.

The Vegan Certification Trademark is an extremely cost effective marketing technique for your business. Your product instantly appeals to millions of consumers and may give you an edge over non-certified products.

If you wish, Vegan Action will work with you to issue a press release declaring the vegan status of your products.

In addition to using the trademark, certified companies receive a free listing with a link on our website www.vegan.org which is one of the top vegan websites on the internet. Your company will be promoted as we travel to trade shows, and exhibitions in promotion of the Vegan Certification Project. Your company can also direct consumers' questions regarding the vegan status of your products to the Vegan Awareness Foundation/Vegan Action.

Certification FAQ-

"Only a few of my products are vegan"

We allow companies that have just one vegan product to register. We just need some assurances about quality control and processing.

"My company uses shared equipment, is that okay?"

We understand the complexities of manufacturing and the need for shared equipment. We will just need some assurances about quality control and processing.

"I am sending my products to the printer in a few days- I don't have time for this"

We have a \$75 rush process for companies that need to have the application hurried along. It is possible to process an application in 2-7 days (subject to

receipt of necessary assurances) and we can assist in getting your products registered just as fast as you need.

Vegan Awareness Foundation (Dba- Vegan Action)

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