GGN LABEL

Making responsible farming visible to consumers

The **GGN label** is a consumer label that stands for certified, responsible farming and transparency. Found in stores on **fruit and vegetables**, **farmed seafood**, **flowers**, and **plants**, the label offers shoppers a quick, consistent way to recognize products that align with their values on the topics of animal health and welfare and social and environmental responsibility. It also grants valuable transparency via the 13-digit tracking codes found on product labels.

1

Certified

All products with the GGN label come from a farm whose production process has been independently certified according to robust, internationally recognized GLOBALG.A.P. standards that support safer and more responsible farming practices*.

2

Responsible

The standards behind the GGN label aim to address the key topics of the topics of food safety, environment, animal health and welfare, workers' health, safety, and welfare, and supply chain transparency.

3

Transparent

The GGN label works with unique GLOBALG.A.P. Numbers (GGNs) and the GGN label portal (ggn.org) to create a transparent system that supports traceability and builds trust.

Food safety | Environment | Workers' health, safety and welfare | Animal health and welfare | Transparency

*Find more information about GLOBALG.A.P. claims on our **impact area and claims webpage***

How it works

1

2

3

The unique 13-digit GGNs are linked to producers with GLOBALG.A.P. certification. These GGNs are printed onto the packaging or price tags of products with the GGN label. The GGN on a product can be entered into the search system on the GGN label portal to find a farm profile for the producer.

When products are sourced from a pool of certified farms, the **13-digit Chain of Custody (CoC) Number is used.** This code is linked to another supply chain member – the trader, processor, or packer – and a profile for the business can also be found on the portal for transparency on the farms they source from.

The portal helps consumers discover the roots of their products whilst showcasing the businesses who support responsible farming. In addition to farmer, trader, and retailer profiles, the GGN label portal contains information on the standards behind the label, FAQs, and more.

CONTACT
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GGN label scopes

The GGN label is available for three scopes: Agriculture, aquaculture, and floriculture. The label can be found on a wide range of products under these categories, including loose, packed, potted, and cut/mixed/frozen fruit and vegetables, packed and fresh farmed seafood, cut flowers, potted plants, and Christmas trees.

Requirements for **agriculture products:**

- GLOBALG.A.P. Integrated Farm Assurance (IFA) certificate at farm level (or a GLOBALG.A.P. equivalent benchmarked scheme)
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- equivalent benchmarked scheme)
- Full compliance with the GLOBALG.A.P. Risk Assessment on Social Practice (GRASP) at farm level

Requirements for **aquaculture products:**

- GLOBALG.A.P. Integrated Farm Assurance (IFA) certificate at farm level (or a GLOBALG.A.P. equivalent benchmarked scheme)
- Full compliance with the GLOBALG.A.P. Risk Assessment on Social Practice (GRASP) at farm level
- GLOBALG.A.P. Chain of Custody (CoC) certification for supply chain members
- GGN label license for the business responsible for labeling the product
- Fish feed sourced exclusively from manufacturers with GLOBALG.A.P. Compound Feed Manufacturing (CFM) certification (or certification from an equivalent benchmarked scheme or an ISO/IEC 17065 or ISO/IEC 17021 accredited feed scheme)

Requirements for **floriculture products:**

- GLOBALG.A.P. Integrated Farm Assurance (IFA) certificate at farm level (or a GLOBALG.A.P. equivalent benchmarked scheme)
- Full compliance with the GLOBALG.A.P. Risk Assessment on Social Practice (GRASP) at farm level
- GLOBALG.A.P. Chain of Custody (CoC) certification for supply chain members
- GGN label license for the business responsible for labeling the product

What the GGN label offers you

Producer

- **Distinguish your product** from others in a crowded market
- **Raise awareness** of your commitment to responsible farming practices through your GGN label portal profile
- **Get support with self-promotion** through free materials which you can share with your customers

Trader/processor/packer

- **Strengthen the integrity** of your products and build trust in your business
- **Source from a huge range** of companies with GLOBALG.A.P. certified production processes worldwide
- **Increase visibility** of your commitment to responsible farming practices through your GGN label portal profile

Retailer/brand owner

- **Enhance transparency** around your products and build trust in your brand
- **Simplify consumer labeling** with one label that guides customers across three different categories
- **Communicate your commitment** to responsible farming practices through producer-centered campaigns

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