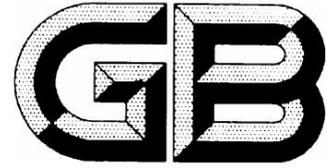


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The National Standard of the People's Republic of China

GB/T 19630.3—2011

Replacing GB/T 19630.3—2005

Organic Product Part 3: Labeling and Marketing

Organic Products——Part 3: Labeling and Marketing

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Foreword

GB/T 19630 “Organic Product” is divided into four parts:

- Part 1: Production
- Part 2: Processing
- Part 3: Labeling and Marketing
- Part 4: Management System

This Part is the third part of GB/T 19630.

This Part is drafted according to the rules provided for in GB/T 1.1-2009 “Directives for Standardization Part 1: Structure and Compilation of Standards”.

This Part takes the place of GB/T 19630.1-2005 “Organic Product Part 3: Labeling and Marketing”. Compared with GB/T 19630.1-2005, the main technical changes are as follows:

- Add the restriction on use of characters, designs, symbols which are indirectly implied as the organic products (see 4.2);
- Add the provision, “Shall not misguide consumers to consider the conventional products as the organic conversion products, or consider the organic conversion products as the organic products”. (see 4.3)
- Delete the provisions related to the labeling character (see 4.5 in 2005 Edition);
- Delete the provisions of labeling according to the requirements of the foreign codes or the foreign contract buyer (see 4.7 in 2005 Edition);
- Delete the relevant requirements of the organic product labeling of the certification body (see 5.1, 5.2, 7.2, 7.3, and 5.1, 5.2, 5.3, 8 in 2005 Edition);
- Change the method of round numbers for the computed result of the organic ingredients percentage, where it is changed into being rounded down, and the text description is changed into English alphabet (see 6.2, 6.3, 6.4);
- Add the provision that “Product marked with ‘Organic’ shall have the Certification Mark of China Organic Product or the Certification Mark of China Organic Conversion Product and its sole number on the certificated product or the minimum sales package of the product” (see 7.2);
- Add the provision about the method of using the Certification Mark of China Organic Product/Organic Conversion Product on the product or the package thereof (see 7.3);
- Add the provision that “When purchase the organic products, the seller shall request for the sale license of the organic product” (see 8.2);
- Delete the provision that “Product which does not comply with the labeling requirements of this Part in GB/T 19630 shall not be sold as the organic product” (see 9.6 in 2005 Edition).

Please note that some contents of this document may involve patents. The issuing authority of this document is not be responsible for the recognition these patents.

This Part is presented by the Certification and Accreditation Administration of the People's Republic of China. Some authorities proposing this Part: China National Institute of Standardization, Nanjing Organic Food Development and Certification Center, the National Certification and Accreditation Administration, the Certification and Accreditation Administration of the People's Republic of China, Beijing Entry-Exit Inspection and Quarantine Bureau, the National Standards and Regulations Center of General Administration of Quality Supervision, Beijing Continental Hengtong Certification Co., Ltd., major drafters of this Part of China Agricultural University: Yang Li, Yu Kai Jin, Xie Wei Hua, Liu Jun

Hua, Qiao Yu Hui, Yang Zhi Gang, Chen Yun Hua, Xu Na, Wang Mao Hua, Fu Qiang, Wu Xing Xia, Meng Dong, Qu Li, Liu Wen, Meng Fan Qiao.

This Part takes the place of all previous standard editions as follows:

— GB/T 19630.3-2005.

Organic Product

Part 3: Labeling and Marketing

1 Scope

This Part in GB/T 19630.3 provides the general specifications and requirements about the labeling and marketing of the organic product.

This Part shall apply to the production according to GB/T 19630.1 or the processing according to GB/T 19630.2 and the labeling and sale of the certificated products.

2 Normative Quotations and References

For the application of this document, the following documents are indispensable. For the reference document with date, only the edition with date shall apply to this document. For the reference document without date, the latest edition (including all modification lists) shall apply to this document.

GB/T 19630.1 Organic Product	Part 1: Production
GB/T 19630.2 Organic Product	Part 2: Processing
GB/T 19630.4 Organic Product	Part 4: Management System

3. Terms and Definitions

The following terms and definitions shall apply to this Part.

3.1

Labeling

The mark which is on the product for sale, package of product, label of product, or explanatory materials along with the product, in the form of writing, printing, or graphics.

3.2

Certification Mark

The proprietary symbols and patterns or the combination of symbols, patterns and text which can prove the production or the processing process of the products comply with the organic standard, and has passed the certification.

3.3

Marketing

The activities such as wholesale, direct selling, sales through exhibition, sale by proxy, distribution, retail or the product launch in any other way.

4 General Principles

4.1 The organic products shall have the labeling according to the requirements of the relevant state laws and regulations and standards.

4.2 The term “organic” or other characters, designs, symbols which are indirectly implied as the organic products and the certification mark of China organic product only apply to the labeling of the certificated organic products which are produced and processed according to the requirements of GB/T 19630.1, GB/T 19630.2 and GB/T 19630.4, unless the meaning of “organic” has nothing to do with this standard completely.

4.3 “Organic” and “Organic Products” only apply to the products with the organic product certification; “Organic Conversion” and “Organic Conversion Products” only apply to the products with the conversion product certification. Shall not mislead consumers to consider the conventional products as the organic conversion products, or consider the organic conversion products as the the organic products.

4.4 The characters, designs, symbols of the labeling shall be clear and conspicuous. Graphics and symbols shall be intuitive and normative. The color or background color or bottom color of text, graphics and symbols shall be the contrasting colors.

4.5 The labeling and the certification mark of the imported organic products shall comply with this provision.

5 Product Labeling Requirements

5.1 Only if the organic ingredients content is equal to or higher than 95%, and the product has obtained the certification, it may use the “organic” label in front of the product name, and may use the certification mark of China organic product on the package.

5.2 Only if the organic ingredients content is equal to or higher than 95%, and the product has obtained the organic conversion certification, it may use the “organic conversion” label in front of the product name, and may use the certification mark of China organic conversion product on the package.

5.3 If the organic ingredients content is lower than 95% or is equal to or higher than 70%, it may use the “organic ingredients production” label in front of the product name, and shall indicate the proportion of organic ingredients with certification.

5.4 If the organic ingredients content is lower than 95% or is equal to or higher than 70%, the organic ingredients are the conversion products, it may use the “organic conversion ingredients production” label in front of the product name, and shall indicate the proportion of organic conversion ingredients with certification.

5.5 If the organic ingredients content is lower than 70%, it may only use the “organic” label in front of the organic ingredients name on the product ingredients, and shall indicate the proportion of organic conversion ingredients.

5.6 If the organic ingredients content is lower than 70%

6 Calculation of Organic Ingredients Percentage

6.1 The calculation of organic ingredients percentage does not contain the water and the salt which are added during the processing process in the form of ingredients.

6.2 As for the organic products in the form of solid, its organic ingredients percentage shall be calculated according to the formula (1):

$$Q = \frac{W_1}{W} \times 100\% \dots\dots\dots (1)$$

Here,

Q — organic ingredients percentage at the unit of percent (%);

W₁ — total weight of the organic ingredients at the unit of kilogram (kg);

W — total weight of product at the unit of kilogram (kg).

Note: the computed result shall be rounded down.

6.3 As for the organic products in the form of liquid, its organic ingredients percentage shall be calculated according to the formula (2)(as for the product which is made from the concentrate after recombination, shall calculate the organic ingredients percentage based on the ingredients and the concentrate of the finished product):

$$Q = \frac{V_1}{V} \times 100\% \quad \dots\dots\dots (2)$$

Here,

Q — organic ingredients percentage at the unit of percent (%);

V₁ — total volume of organic ingredients at of the unit of litre (L);

V — total volume of product at the unit of litre (L).

Note: the computed result shall be rounded down.

6.4 As for the organic products which contain the solid and liquid forms, its organic ingredients percentage shall be calculated according to the formula (3):

$$Q = \frac{W_1 + W_2}{W} \times 100\% \quad \dots\dots\dots (3)$$

Here,

Q — organic ingredients percentage at the unit of percent (%);

W₁ — total weight of the solid organic ingredients in the product at the unit of kilogram (kg);

W₂ — total weight of the liquid organic ingredients in the product at the unit of kilogram (kg).

Note: the computed result shall be rounded down.

7 Certification Mark of China Organic Product

7.1 The requirements of graphics and color about the Certification Mark of China Organic Product or the Certification Mark of China Organic Conversion Product are as shown in figure 1 and figure 2.

7.2 The product marked with ‘Organic’ shall have the Certification Mark of China Organic Product or the Certification Mark of China Organic Conversion Product and its sole number, the name of the certification body or its labeling on the certificated product or the minimum sales package of the product.

7.3 The Certification Mark of China Organic Product/Organic Conversion Product can be directly place on the product or the minimum package by the paste or printing according to the feature of the product.

As for products in bulk or nude packing, and the fresh animal products, the Certification Mark of China Organic Product and the copies of the certification shall be shown on the appropriate locations within the special region for sale. As for the materials which are not for the direct retailing, it may not apply.

7.4 The printed Certification Mark of China Organic Product and Certification Mark of China Organic Conversion Product shall be clear and obvious.

7.5 The Certification Mark of China Organic Product and the Certification Mark of China Organic Conversion Product printed on the certificated labels, the manuals and the advertising material may be enlarged or reduced in proportion, but may not change the shape and the color.



Figure 1 Certification Mark of China Organic Product



Figure 2 Certification Mark of China Organic Conversion Product

8 Sales

8.1 To ensure the integrity and the traceability of the organic products, the seller shall adopt (but not limited to) the following measures during the sales process:

- the organic products shall avoid mixing with the non-organic products;
- the organic products shall avoid being in contact with the substances which are banned in this standard.
- establish the records of purchase, transportation, storage, warehousing and sales for the organic products.

8.2 When purchase the organic products, the seller shall request for the supporting materials, such as the

organic product certification and the sale license of the organic product etc.; as for the products that its organic ingredients content is lower than 95% and use the “organic ingredients production” label, the supporting materials shall prove the source of the organic products.

8.3 When the producers and sellers purchase, they shall verify the authenticity of the certification of the organic products, and shall keep the copy of the certification.

8.4 As for products in bulk or nude packing, as well as the fresh animal products, shall set up the sales zone or the display counters of the organic products, and shall be separated from the sales zone or the display counters of the non-organic products.

8.5 In the sales zone or the display counters of the organic products, shall place the copies of the certification of the organic products on the significant position.
