



Introduction to Bee Better Certified™

Labeling Standards



Bee Better Certified™ is a program of the Xerces Society that provides an opportunity for consumers and producers to engage in food and farming choices that protect bees and other pollinators. As part of this, we offer the use of Bee Better Certified marks to indicate that products or ingredients are sourced from certified farms that meet qualifying standards to provide pollinator habitat, protect pollinators from pesticides, and promote biodiversity.

For more information about the Bee Better Certified program, including licensing the marks, please contact us at info@beebettercertified.org.

Labeling Standards

This fact sheet provides an introduction to the Bee Better Certified marks, the seals and logos which are shown on the back of this fact sheet. Certified farms and food companies using crops from these farms may use the marks on products and in promotional or other materials. All uses require approval in accordance with the terms of the applicable license agreement. Unauthorized use of the Bee Better Certified marks is strictly prohibited. Failure to adhere to the labeling standards may result in revocation of use, legal action, or other penalties.

Use of Bee Better Certified marks is guided by labeling standards that inform licensees in the proper use of the Bee Better Certified marks. The purpose of the standards is to protect the integrity of Bee Better Certified and its associated trademarks—and the value of these to certified farms and companies that use the marks.

For questions about using the Bee Better Certified marks, please contact us at the email address given above.

Bee Better Certified™ works to give bees a healthy place to live.

beebettercertified.org



Bee Better Certified™ Package Seal

The package seal is available for use on products where the majority of primary ingredients have been sourced from Bee Better Certified suppliers, or by farmers and CSA's to denote produce which is certified.



Bee Better Certified™ Ingredients Seal

The ingredients seal is available for those products which contain one or more ingredients which meet the minimum sourcing requirements for certification, but do not make up the majority of the primary ingredients of a product.



Bee Better Certified™ Logo

The logo may be used in marketing materials to promote participation in the program—but is not to be used in place of the seals or for the purpose of designating a product as as certified. The logo is available in two formats, vertical and horizontal.

BEE BETTER
CERTIFIED
XERCES SOCIETY



Phrases and Signs

The phrase, "Made with Bee Better Certified™ ingredients" may be used on packaging where ingredients do not meet the minimum weight requirements to allow for use of the ingredients seal. (When only one ingredient is certified, it should be named, e.g., "Made with Bee Better Certified™ Blueberries.") We can also provide signs to certified farms for use on a farm or at a farm stand.

Bee Better Certified™ is a trademark of The Xerces Society, Inc.

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