



Definitions

The definitions given in this fact sheet are used in the Bee Better Certified™ Labeling Standards, Production Standards, and other documents.

Authorized Bee Better Certifier

An independent entity authorized by Xerces to verify compliance with the Bee Better Production Standards through farm inspections and review of the Bee Better Certified Plan.

Bee Better Certified™

A certification program administered by the Xerces Society for Invertebrate Conservation whose goal is to promote agricultural practices that support pollinator populations.

Bee Better Certified™ Ingredients Seal

A version of the Mark which may be used, subject to the appropriate license, on Product Packaging if the product contains only individual ingredients that are Bee Better Certified. The Ingredients Seal can be used only if 100% of a specific ingredient was sourced from Bee Better Certified Producers AND the Bee Better Certified ingredients comprise the required minimum percentage of the total dry weight of ingredients/materials of the Product.

Bee Better Certified™ Logo

A version of the Mark which may be used, subject to the appropriate license, on marketing materials, including signs, brochures and websites, to announce that the farm on which the crop was grown adheres to the Bee Better Certified Production Standards. It promotes the Bee Better Certified program and Standards and may not be used on Product Packaging.

Bee Better Certified™ Mark

The trademark owned by the Xerces Society Inc.

Bee Better Certified™ Marks

Collectively, the Bee Better Certified Ingredients Seal, the Bee Better Certified Logo, and the Bee Better Certified Package Seal.

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

beebettercertified.org

Bee Better Certified™ Package Seal

A version of the Mark which may be used, subject to the appropriate license, on Product Packaging if and only if at least 95% of the total dry weight of all ingredients/materials are sourced from Bee Better Certified Producers. 100% of each specific ingredient must be sourced from Bee Better Certified Producers.

Bee Better Certified™ Phrase

A statement that may be used, subject to the appropriate license, on Product Packaging if and only if the Product contains Bee Better Certified Ingredients, and 100% of each specific ingredient must be sourced from Bee Better Certified Producers. The Phrase may be used in conjunction with other Seals or independent of a Seal if the ingredients do not meet the minimum requirements for use of the Ingredients Seal.

Bee Better Certified™ Plan

A document that outlines a farm's or operation's compliance with the Bee Better Certified Production Standards. The Bee Better Certified Plan is a required part of the certification process and must be submitted to an Authorized Bee Better Certifier upon application for certification. The Plan must be updated annually to reflect any changes to farm practices that would impact compliance with the Production Standards, prior to application for certification renewal (every 3 years), and at the request of an accredited certifier (for example, to verify the correction of a noncompliance with the Production Standards).

Bee Better Certified™ Producer

A Producer who has implemented the Bee Better Production Certified Standards on a specific named farm and gone through certification process for that farm with an Authorized Bee Better Certifier. A Certified Producer may have a Licensing Agreement for the sale of its Commodity, but it is not a Consumer Packager because it is selling its own crop(s).

Bee Better Certified™ Labeling Standards

The set of criteria governing the formulation, packaging, and labeling of a Product by a Consumer Packager

Bee Better Certified™ Production Standards

The set of criteria Producers are required to follow in order to achieve Bee Better Certification.

Bee Better Certified™ Sign

A version of the Mark which may be used, subject to the appropriate license, on farms and farm stands of Bee Better Certified Producers.

Commodity

A raw output from a farm; a crop, typically a fruit, grain, nut or vegetable.

Consumer Packager

A person or entity which purchases a commodity from a Producer and packages it, either by itself or in combination with other commodities, as a Product for retail sale. A Consumer Packager can have a Licensing Agreement but cannot be Bee Better Certified.

Licensing Agreement

An agreement, issued by Xerces or its delegate, which gives the licensee a non-exclusive right to use one or more versions of the Mark in exchange for the payment of royalties to Xerces or its delegate. The Licensing Agreement details restrictions and limitations on the use of the Mark as well as procedures for enforcement of the Agreement's terms, including compliance with the Bee Better Labeling Guidelines.

Logo License

A Licensing Agreement which gives the licensee the right to use only the Bee Better Certified Logo in accordance with the terms of the agreement

Noncompliance

Warnings issued by an Authorized Bee Better Certifier in the event that violations to the Production Standards are identified. Noncompliance issues must be addressed by the Producer within the time frame set by the Authorized Certifier. Failure to address noncompliance issues, or identification of unsanctioned actions (actions prohibited by the Production Standards) during review or inspection, may lead to the temporary or permanent revocation of Bee Better Certification.

Producer

A Producer is a person or entity which grows crops. A Producer may be Bee Better Certified.

Product

A commodity or blend of commodities which is offered for retail sale; a crop sold by a Producer at wholesale is not a Product.

Product Packaging

Any tangible item designed to promote, and/or associated with, the sale of a specific Product, including but not limited to, the box, container or wrapping in which the Product is placed, the box in which the Product is shipped, the signage and displays advertising a specific Product, print or electronic advertisements for a specific Product, and any other similar item which contains the specific Product name.

Product Verification

The process by which Xerces or its delegate will confirm that the Product meets Bee Better Certified Labeling Standards, including a review of Product formulation, sourcing requirements, commingling prevention strategies, packaging and labeling practices and mass balance documents. Product Verification occurs in conjunction with the

application for or renewal of the Licensing Agreement.

Qualifying Product

A Product which has a Bee Better Certified Package Seal or Bee Better Certified Ingredients Seal as part of its Product Packaging.

Seal License

A Licensing Agreement which gives the licensee the right to use the Bee Better Certified Package Seal and/or the Bee Better Certified Ingredients Seal, and the Bee Better Certified Logo in accordance with the terms of the agreement.

Wholesaler

A person, farm entity or company that sells goods to retailers, other merchants, or industrial, institutional, and commercial users for resale.

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

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