

Use of the trademark and logo

Instructions for use

Updated on ~~October 2022~~ [February 2024](#),

I. Principles

Since 2008, the feed sectors have structured its approaches in favour of the quality and health safety through an association named "OQUALIM".

OQUALIM is also a brand which include the use to ensure to promote the approach.

- Firstly collectively, to provide a positive image of the feed sector. Using a single signature aims to increase the visibility of the approach and contribute to its recognition within the animal feed and food sectors and public authorities
- Secondly, within stakeholders of the sector, to allow to companies participating actively to OQUALIM to take advantage and benefit of the approach.

To this end, the professional organizations have created and filed a trademark with a logo

1. The use of this trademark is granted to companies with sites certified OQUALIM and participating to the pooled self-monitoring plan OQUALIM related to their activity.
2. When a company certified OQUALIM-RCNA [or OQUALIM-RCNA-SDNA](#) places feed on the market within its scope of RCNA certification, this must be provided to the customers, through the label or any document accompanying the product for bulk products (proof of delivery, invoice), this characteristic associated to the product.
The positive declaration must be clear and unambiguous linked to animal feed placed on the market.
The positive declaration is optional for distribution and trading activities
Cf. section III for the list of terms to be used.
3. When a company certified OQUALIM-STNO places feed on the market on the sector "GM free<0.9%" Included in its scope STNO, this must be provided to the customers, through the label or any document accompanying the product for bulk products, this characteristic associated to the product.
The positive declaration must be clear and unambiguous linked to feed placed on the market.
The positive declaration is optional for distribution and trading activities
The OQUALIM-STNO declaration is optional for products to be exported
Cf. section IV for the list of terms to be used.

4. The companies certified and participating to their corresponding monitoring plans can anticipated the application of the new rules when they are published.
5. The use of the logo for a general presentation of the company is permitted. When some of sites manufacturing feed or premixes have a certificate currently valid, only if the use of the LOGO is attached with the list of the certified sites.
6. The use of the trademark and the logo OQUALIM is free of charge to beneficiary companies
7. The company must respect the Graphic chart presented in paragraph II.

OQUALIM is a trademark and a logo registered. The use of one and or both outside the conditions described above will lead to prosecutions in competent authority.

II- Graphic chart

Logo OQUALIM

	<p>Colours</p>
	<p>Gold = Cyan 32 / Magenta 47 / Yellow 100 / Black 9</p>
	<p>R : 175 / V : 129 / B : 20</p>
	<p>Grey = Black 50%</p>
	<p>R : 156 / V : 157 / B : 159</p>



The logo is downloadable on the website www.oqualim.com

The logo proportions must be maintained.

The logo is available in black and white or in colour, the defined colours must be maintained.

III. Positive declaration **OQUALIM RCNA** and OQUALIM RCNA-SDNA

Requirement to be in force in 1st January 2020 :

When a company certified OQUALIM-RCNA places feed on the market within its scope of RCNA certification, this must be provided to the customers, through the label or any document accompanying the product for bulk products, this characteristic associated to the product.

The positive declaration must be clear and unambiguous linked to animal feed placed on the market.

The positive declaration is optional for distribution and trading activities

Valuable mentions

One of the mentions listed below must be clearly affixed on the labels or accompanying documents of products:

“Manufactured by an OQUALIM-RCNA certified site” for manufacturing. In the case of a label on a package, this refers to the registration/approval number of the manufacturing plant.

“From an OQUALIM-RCNA certified site” is optional and can be affixed by a distributor or trader. ~~for distribution and trading~~

NB: A “RCNA international” certified site will have the possibility to choose to affix one of the following mentions: “Manufactured by an OQUALIM-RCNA certified site”, “Manufactured by an OQUALIM-RCNA international certified site”, “From an OQUALIM-RCNA certified site” “From an OQUALIM-RCNA international certified site”.

The mention must be clearly associated to the products under the scope of certification. In case of delivery, with certified and non-certified products, the distinction must be done without ambiguity. For example, one asterisk for products concerned by the certification could refer to the concerned mention. For example, in case of simultaneous delivery of animal feed for livestock, pets and sanitary products, only the animal feed for livestock will be associated to the positive labelling.

One of the mentions can be affix with the logo OQUALIM.

Particular cases

Case of a manufacturer certified RCNA, manufacturing and conditioning a distributing brand product, for a distributor which is not certified OQUALIM.

Details of the distributor are indicated on the label (address /logo), the approval number of the manufacturer is written. The mention **“manufactured by an OQUALIM-RCNA certified site”** must be stated on the label but the logo OQUALIM will not be included to avoid any confusion on the certification of the distributor cited.

When the customer is responsible of the labelling, he can choose to affix the positive mentions, or not. When the customer is not wishing to affix the positive mentions, the declaration must be formalized.

In practice, the Regulation 767/2009 defines the rules for labelling goods for animal feed, as the mentions to be attributed, indication, trademarks, pictures or other signs to an animal feed by including the information on any way referring or accompanying the feed as a packaging, a container, a panel, a label, a document, a ring, a collar or internet, including advertising purposes.

In case of products already registered for export outside EU, the labelling will be updated to include the mentions during the update of the registration dossiers of the products in the country. Before the update, the mentions must be affix on any other accompanying document.

Case of OQUALIM-RCNA-SDNA companies

When a company certified according to the SDNA module markets animal feed for which a use of “sustainable soy” (according to this module) has been recorded in the plant’s mass balance, it must inform its customers of this characteristic associated with the product, using the label or on documents accompanying the product (delivery note, invoice) in the case of bulk products.

The positive declaration must be clear and unambiguous linked to animal feed placed on the market.

The positive declaration is optional for distribution activities.

Valuable mentions affixable

One of the mentions listed below must be clearly affixed on the labels or accompanying documents of products:

“Manufactured by an OQUALIM-RCNA-SDNA certified site” for manufacturing. In the case of a label on a package, this refers to the registration/approval number of the manufacturing plant.

“From an OQUALIM-RCNA-SDNA certified site” is optional and can be affixed by a distributor.

NB: A “RCNA international” and SDNA certified site will have the possibility to choose to affix one of the following mentions: “Manufactured by an OQUALIM-RCNA-SDNA certified site”, “Manufactured by an OQUALIM-RCNA international-SDNA certified site”, “From an OQUALIM-RCNA-SDNA certified site” “From an OQUALIM-RCNA international-SDNA certified site”.

Concrete examples for the possibilities of choosing affixable mentions:



Sold to site 2- Distributor





* unless the customer specifically requests to not affix the mention. The mention refers to the manufacturing site and not to the ordering site.

IV. Positive declaration OQUALIM STNO

Requirement to be in force in 1st January 2020 :

When a company certified OQUALIM-STNO places feed on the market on the sector “GM free < 0.9%” included in its scope STNO, this must be provided to the customers, through the label or any document accompanying the product for bulk products, this characteristic associated to the product.

The positive declaration must be clear and unambiguous linked to feed placed on the market.

The positive declaration is an obligation only to customers ordering animal feed (feed materials and/or compound feed) which cannot be labelled GMO according Regulation 1829/2003 from 22nd September 2003.

The positive declaration is optional for distribution and trading activities.

The notion of feed sectors from qualified sectors “without genetically modified organisms” correspond to de French decree 2012-128, 30th January 2012/ The positive declaration to other sectors is optional. Depending on the destination of the product the Regulation in force in the receiving country must be applied.

Valuable mentions affixable

One of the mentions listed below must be clearly affixed on the labels or accompanying documents of products:

“Manufactured by an OQUALIM- STNO certified site “ for manufacturing. In the case of a label on a package, this refers to the registration/approval number of the manufacturing plant.

“for” is optional and can be affixed by a distributor or trader.

And for each of these mentions “suitable for animal production “fed without GMO <0.9%”

The mention can be affix with the logo OQUALIM.

Only the products covered by the certification scope STNO can be identified as such. The products manufactured and/or from an OQUALIM- STNO certified site but not complying with the specifications “fed without GMO* (<0.9%)” are excluded of this positive declaration.

Particular cases

Case of a manufacturer certified STNO, manufacturing and conditioning a distributing brand product, for a distributor which is not certified OQUALIM.

Details of the distributor are indicated on the label (address /logo), the approval number of the manufacturer is written. The mention **“manufactured by an OQUALIM-STNO certified site”** must be stated on the label but the logo OQUALIM will not be included to avoid any confusion on the certification of the distributor cited.

When the customer is responsible of the labelling, he can choose to affix the positive mentions, or not.

When the customer is not wishing to affix the positive mentions, the declaration must be formalized.

V. Simplified labelling - Case of companies certified RCNA and STNO

If a company certified RCNA and STNO, places feed on the market on the sector “GM free < 0.9%” within its scope of STNO certification, for compound feed, it can decide to affix a simplified labelling.

Valuable mentions affixable

One of the mentions listed below must be clearly affixed on the labels or accompanying documents of products: “**Manufactured by an OQUALIM RCNA- STNO certified site**” for manufacturing. In the case of a label on a package, this refers to the registration/approval number of the manufacturing plant.

“**From an OQUALIM RCNA-STNO certified site**” is optional and can be affixed by a distributor or trader.

And for each of these mentions “suitable for animal production “fed without GMO <0.9%

NB: A “RCNA international” and STNO certified site will have the possibility to choose to affix one of the following mentions: “Manufactured by an OQUALIM-RCNA-STNO certified site”, “Manufactured by an OQUALIM-RCNA international-STNO certified site”, “From an OQUALIM-RCNA-STNO certified site” “From an OQUALIM-RCNA international-STNO certified site”.

The mention can be affixed with the logo OQUALIM.

Particular cases

Case of a manufacturer certified RCNA-STNO, manufacturing and conditioning a distributing brand product, for a distributor which is not certified OQUALIM.

Details of the distributor are indicated on the label (address /logo), the approval number of the manufacturer is written. The mention “**manufactured by an OQUALIM-RCNA-STNO certified site**” must be stated on the label but the logo OQUALIM will not be included to avoid any confusion on the certification of the distributor cited.

When the customer is responsible of the labelling, he can choose to affix the positive mentions, or not. When the customer is not wishing to affix the positive mentions, the declaration must be formalized.

VI. Simplified labelling - Case of companies certified RCNA, SDNA and STNO

When a company certified according to RCNA, SDNA module and STNO markets animal feed for which a use of “sustainable soy” (according to this module) has been recorded in the plant’s mass balance AND on the sector “GM free < 0.9%”, within its scope of STNO certification, for compound feed, it can decide to affix a simplified labelling.

Valuable mentions affixable

One of the mentions listed below must be clearly affixed on the labels or accompanying documents of products:

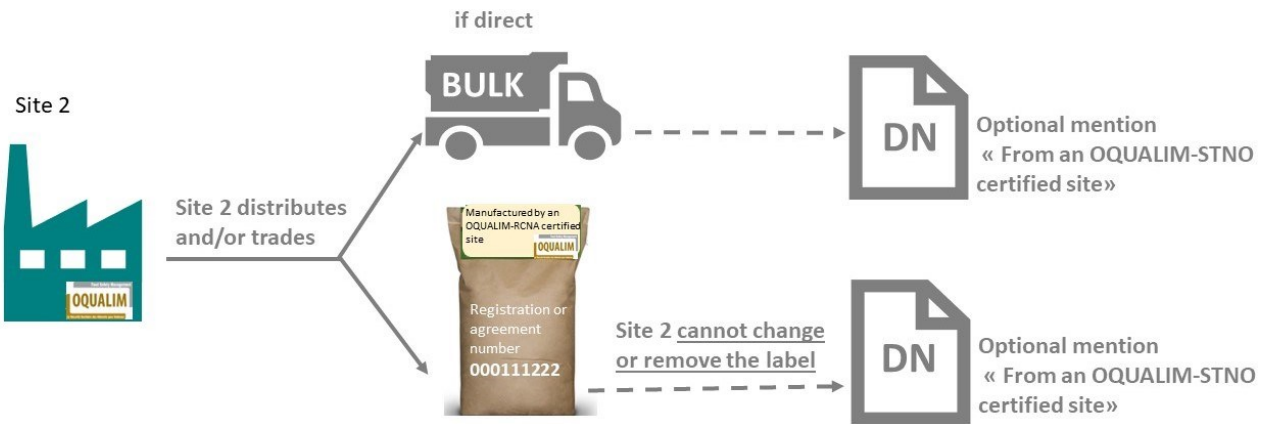
“Manufactured by an OQUALIM-RCNA-SDNA-STNO certified site” for manufacturing. In the case of a label on a package, this refers to the registration/approval number of the manufacturing plant.

“From an OQUALIM-RCNA-SDNA-STNO certified site” is optional and can be affixed by a distributor.

And for each of these mentions “suitable for animal production “fed without GMO <0.9%”

NB: A “RCNA international”, SDNA and STNO certified site will have the possibility to choose to affix one of the following mentions: “Manufactured by an OQUALIM-RCNA-SDNA-STNO certified site”, “Manufactured by an OQUALIM-RCNA international-SDNA-STNO certified site”, “From an OQUALIM-RCNA-SDNA-STNO certified site” “From an OQUALIM-RCNA international-SDNA-STNO certified site”.

Concrete examples for the possibilities of choosing affixable mentions:





* unless the customer specifically requests to not affix the mention. The mention refers to the manufacturing site and not to the ordering site.