

Detailed description of use of claims and logo

Use of Claims and Logo

On-product claims and logo use

The Sucden Coffee Verified Scheme allows on-product business-to-business claims and use of the Scheme's logo by Sucden Coffee and its direct customers, but not by supply chain actors further downstream. On-product claims to end consumers are not permitted.



The following on-product business-to-business claims are permitted:

- This coffee is Sucden Coffee Verified.
- This coffee is traceable to the farm or producer group.
- This coffee is third-party verified against the Sucden Coffee Verified Scheme (only for coffee produced by third-party verified farms or groups).

If a Sucden Coffee customer wants to make one or multiple of these on-product claims or use the Scheme's logo towards its clients, they must first request permission from Sucden Coffee for the specific claim(s) and logo use. In addition, they must ensure that verified coffee is physically separated from non-verified coffee at all times, and the production location(s) and mixing ratio within a batch are documented. All transactions in which on-product claims were made must be reported to Sucden Coffee annually via sustainablecoffee@sucden.com. The following information must be provided per transaction: buying party, date of transaction, volume, transaction(s) with Sucden Coffee in which volume was purchased, claim made.

On-product claims in relation to Sucden Coffee Verified may not be used in a misleading way that might result in loss of credibility of the Scheme and may not imply a link between the Scheme and any activities or product characteristics that are not covered by the Scheme.

Off-product claims

Sucden Coffee, its customers, and their customers (i.e., two supply chain steps downstream of Sucden Coffee) may make off-product claims on Sucden Coffee Verified volumes purchased/sold. If a Sucden Coffee customer wants to make such a claim (e.g., the metric tons of verified green bean equivalent for their sustainability reporting), they are required to inform Sucden Coffee via sustainablecoffee@sucden.com so that the validity of the claim can be confirmed and it can be documented accordingly.

Off-product claims in relation to Sucden Coffee Verified may not be used in a misleading way that might result in loss of credibility of the Scheme and may not imply a link between the Scheme and any activities or product characteristics that are not covered by the Scheme.



Monitoring of claims use

Sucden Coffee will monitor use of the Scheme's logo and claims by its customers in relation to the Sucden Coffee Verified Scheme based on the information provided by customers as well as through its own research. Misuse of logo or claims in relation to the Scheme that is not discontinued after notification by Sucden Coffee may result in legal action