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This is a public document, for any comments regarding the content of this document or the RTRS Standard please contact the:

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The RTRS official languages are English, Spanish and Portuguese, however in case of any inconsistency between different versions of the same document, please refer to the English version as the official one.



## Round Table on Responsible Soy Association

### RTRS Communications and Claims Policy

#### I. Introduction

The Round Table on Responsible Soy Association (RTRS) is a global multi-stakeholder organization on responsible soy. [www.responsiblesoy.org](http://www.responsiblesoy.org).

The principal objective of RTRS is to “promote the growth and the use of responsible soy through co-operation with the supply chain and open dialogue between its stakeholders”.

This policy defines the appropriate use of the RTRS trademarks, and related claims and communication related to production or trade in RTRS certified goods, certificates and/or membership of the RTRS.

#### II. Purpose

RTRS considers its trademarks to be among its most valuable intellectual property assets. Therefore, this document sets out the RTRS policy on trademarks use, communications and claims for both certificate holders and non-certificate holders. This policy does not cover claims for feed.

This policy became effective on May 9th 2011 and shall be applicable worldwide.

RTRS may modify this policy from time to time and users will be obliged to comply with the updated policy immediately after it is made available or public by the RTRS (including without limitation, by posting the new policy in the RTRS website).

#### III. Changes from previous version

October 2011:

1.1.1 Amendments to content

Annex A: Addition of Institutional Logo (Leaf+ Acronym)

Annex B: Addition of Graphic Rules for Institutional Logos



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### IV. Definitions

Certificate trading credit owners	Individuals or organizations that have purchased RTRS credits from the RTRS credit trading platform
Credit trading platform	The mechanism through which RTRS certified producers sell credits equivalent to the amount of responsible soy certified, to end-users of soy products
Chain of Custody certificate number	A unique number issued by the Certification body to an organization that has been found to be compliant with the RTRS Chain of Custody Standard.
Chain of Custody certificate scope	The processes, sites and systems covered by the RTRS Chain of Custody certificate.
Chain of Custody (CoC) system	The system an organization implements to control and account for certified material as it passes along the part of the supply chain they are responsible for. Mass balance system and a Segregated system are examples of CoC systems.
Certificate holder	Operation in possession of a valid RTRS certificate (for soy production or for Chain of Custody).
Corrective Action Requests (CAR)	A request to resolve or close-out a specific non-conformance to the relevant standard, issued by either an internal or external assessor.
Credits	The estimated volume of soy certified available for sale through the credit trading platform. One credit is equivalent to one metric ton of soy or soy product (bean, meal, oil or others).
Embedded soy product	A product where soy was used to make it but no longer contains soy, for example when referring to a product cooked in soy oil or a product containing animal products where the animals were fed soy.
Legal ownership	An enforceable claim or title to an asset or property, and is recognized as such by law. This includes the right to possession, the privilege of use, and the power to convey those rights and privileges.
Non-certificate holder	An organization that has not been awarded either an RTRS certificate for their farming operators or an RTRS CoC certificate
On-product claims	Communication of the <i>RTRS trademarks</i> directly related to <i>RTRS compliant product</i> . This includes:  a. Use of the <i>RTRS trademarks</i> on labelling of products containing <i>RTRS compliant product</i> (e.g. packaging, canister, tank, etc.).  b. Use of the <i>RTRS trademarks</i> on documentation associated with <i>RTRS compliant product</i> (e.g. invoice, packaging list, advertisement, brochure, etc.) where the use of the <i>RTRS trademarks</i> refers to the particular <i>RTRS compliant product</i> .
Off-product claims	Any and all communication of the RTRS trademarks which is not directly associated with the RTRS compliant product.
RTRS claims	The statements used to communicate whether a product or material is RTRS certified or to communicate an organization's membership or relationship with RTRS.
RTRS compliant product	Product which is produced, acquired, handled and/or forwarded in compliance with the <i>RTRS standards</i> as such compliance is evidenced



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	by a certificate validly issued by a Certification body and supporting documentation confirming the status of the specific product of batch.
RTRS trademarks user	This includes any individual or organization which uses the RTRS trademarks.
RTRS standard	This includes RTRS standard for responsible soy production and RTRS chain of custody standard.
Segregated system	A Chain of Custody system where the certified product is kept physically separate from the non-certified product throughout the entire supply chain.

Note: For purposes of this policy, the terms “organization(s)”, “operation(s)” and “grower(s)” refer to any natural person, corporation, company, general partnership, limited partnership, limited liability partnership, joint venture, proprietorship, limited liability company, or other entity or business organization or vehicle, trust or unincorporated organization which - whether individually or through group schemes - (i) produces soy; and/or (ii) is involved in the soy value chain by producing soy derivatives and soy products.



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### 1. General

#### 1.1 RTRS trademarks

- 1.1.1 The RTRS trademarks are the 'initials+leaf' logo, the initials "RTRS" and the name "Round Table on Responsible Soy" and any and all representations thereof including all marks, labels, logos, signs and other graphic representation which refer to or represent RTRS as listed in RTRS trademark list attached hereto as Annex A as updated from time to time by RTRS (the "RTRS trademarks"). RTRS logos include the on product logo and the institutional logos (attached hereto as Annex A).
- 1.1.2 The RTRS trademarks are, and shall remain, the sole and exclusive property of RTRS.
- 1.1.3 All use of RTRS trademarks will inure to the benefit of RTRS, except to the extent specifically provided for herein.
- 1.1.4 RTRS trademarks are applied/registered trademarks of RTRS, and are reserved for use solely by RTRS, Certificate holders and any RTRS Trademark Use Code holders (as defined below), according to the terms and conditions set forth in this policy. This is a limited authorization for the use of RTRS trademarks and RTRS does not grant any license, authorization nor any kind of right to use any trademark, trade name, or certification mark of RTRS other than the use of RTRS trademarks as specifically and expressly authorized herein.
- 1.1.5 RTRS reserves the right to revoke, either directly or through an authorized Certification body, the use of RTRS trademarks in case it determines at its sole discretion that RTRS trademark users are not using the trademark in accordance with this policy.

#### 1.2 Authorization for Use

- 1.2.1 Use of the RTRS trademarks for communicating and making claims about products and/or organizations is limited to those organizations and individuals in the following categories:
  - a) **Certificate holders.** Individuals or organizations which possess a valid certificate of conformity with the RTRS Standard for Responsible Soy Production or the RTRS chain of custody standard, issued by an RTRS certification body (the "Certification body"), exclusively as indicated in Section 2 of this policy.
  - b) **RTRS Trademark Use Code holders.** Individuals or organizations that are in receipt of a valid trademark license code from RTRS and have signed a trademark license agreement containing the scope of the code's use, exclusively as indicated in Section 3 of this policy. This includes the following categories:
    - a) RTRS Members
    - b) Certification Bodies
    - c) Certificate Trading Credit Owners: Legally owners of credits pursuant to the requirements set forth in the RTRS credit trading platform
    - d) Other individuals or organizations given special permission to use the RTRS trademarks.
- 1.2.2 All RTRS trademarks users in the categories set out in 1.2.1 are required to sign a Trademark License Agreement with RTRS (For Certificate holders this will be part of the certification process and for Members as part of the membership and membership renewal process).
- 1.2.3 Individuals or organizations (such as academic institutions or media outlets) which make reference by any means to activities of the RTRS or its members (including any reference to the policies, manuals, technical documents, standards and any document developed by RTRS) are not required to sign a Trademark License Agreement, however they are still considered RTRS Trademark Users and subject to applicable provisions of this document.
- 1.2.4 All advertising, marketing and/or promotional material used by RTRS trademark users including RTRS trademarks must comply with this policy and/or any other guidelines or instructions provided or to be provided in the future by RTRS. RTRS trademark users shall keep a copy of all promotional material and shall exhibit them to RTRS upon request of RTRS. In addition, RTRS may request RTRS trademark users to make any change, adjustment and/or alteration as RTRS may deem necessary to maintain and enhance the value of the goodwill residing in the relevant RTRS trademark and/or so that such material complies with this policy. RTRS trademarks users



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shall bear any and all costs related to the production, modification and/or delivery of such advertising and promotional materials.

- 1.2.5 Application for such authorization shall be directed to the relevant organization as follows:
  - a) For Certificate holders - the Certification body which issued the certificate is the authorizing agent
  - b) For trademark use code holders – the RTRS secretariat is the authorizing agent.
- 1.2.6 RTRS trademark users shall request advice from their authorizing agent in cases of doubt (i.e. whenever the user is not sure whether they are using the RTRS trademarks correctly).
- 1.2.7 Use of the RTRS trademark shall be substantiated with documented evidence of the RTRS claim being made, which is true and verifiable. RTRS trademark users shall provide, upon request, this documented evidence to the RTRS and/or to the respective Certification body.
- 1.2.8 RTRS trademark users shall keep available all records of the approvals granted by the authorizing agent and records of the RTRS trademark uses. Minimum retention times for all records and reports shall be five (5) years.
- 1.2.9 In the event certification expires, is revoked or somehow terminated (in case of Certificate holders) and/or the trademark license code terminates, for whichever reason, RTRS trademark users shall immediately cease any use of any kind whatsoever of the RTRS trademarks, including claims and any reference to RTRS certification regarding compliance of RTRS standards must be removed from any and all products, product packaging, product labelling, product, organizations or service advertising or product, organization or services promotional or related materials (including, but not limited to, advertising, organization flyers and web sites) within 3 (three) days of expiration.
- 1.2.10 When the RTRS secretariat is the authorizing agent the application for such authorization shall be directed to the following e-mail address: [logo.claims@responsiblesoy.org](mailto:logo.claims@responsiblesoy.org) and cc: [info@responsiblesoy.org](mailto:info@responsiblesoy.org).

### 1.3 Trademarks as Business names and Domain names

- 1.3.1 Unless explicitly authorized by the RTRS through a licensing agreement, RTRS trademark users shall not use nor register in any jurisdiction the RTRS trademarks nor any identical nor confusingly similar trademark as their own trademarks nor as a part of their business name or trade name or otherwise to characterize their business in any manner that might create confusion as to RTRS's sponsorship, affiliation or endorsement of the RTRS trademark user's organization, products or services, or that may dilute or be confusingly similar to the RTRS trademarks.
- 1.3.2 Unless explicitly authorized by the RTRS through a licensing agreement or a special written agreement with a Certification body, RTRS trademark users shall not use the RTRS trademarks in internet domain names. In particular, RTRS trademark users shall not use nor register in any jurisdiction as their own domain names a domain name that either incorporates any RTRS trademark or parts of them in a manner that might create confusion as to the origin of the product or as to RTRS's sponsorship, affiliation or endorsement of the RTRS trademark user's organization, product, or service.
- 1.3.3 Companies, individuals or organizations using or registering any of the RTRS trademarks in association with their business or in internet domain names shall withdraw the reference or transfer the internet domain name and/or the trademark to the RTRS free of charge and liens to RTRS, and acquire a different one whose name does not include the use of the RTRS trademarks.
- 1.3.4 RTRS trademark users may not use RTRS trademarks as meta tags for their web pages, nor include links, banners or somehow any design or content related to RTRS trademarks unless expressly authorized by RTRS or the corresponding Certification body according to this policy.

### 1.4 Permitted use of trademarks

- 1.4.1 To maximize its effectiveness and distinctiveness, RTRS logos are to remain consistent in color, shape and typestyle. It is important to apply RTRS logos correctly to ensure that the visual impact and overall integrity are not compromised or its distinctiveness diluted. Thus, the RTRS logos shall not be modified or represented in any way other than as prescribed by the RTRS. In exceptional circumstances the organization shall obtain approval for any variation to the label designs from their Certification body prior to final printing and use of labels. Any variations shall be approved directly and personally by the RTRS.



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- 1.4.2 Promotion of specific RTRS certified products shall clearly link the RTRS trademarks to the RTRS certified products that are being promoted and must not be false or misleading in any way nor must be in violation of any applicable law, municipal ordinance, or administrative agency regulation of any country (including but without limiting to consumers and user legislation, trademark and intellectual property laws, unfair competition laws and regulations, etc.).
- 1.4.3 The RTRS trademarks shall be used in a way that does not compromise the integrity, credibility and good name of RTRS. In particular, RTRS trademarks users shall not use RTRS trademarks: in a manner that is misleading, defamatory, libellous, obscene, infringing or otherwise objectionable; in connection with or associated to any material (including advertising material) that infringes the trademark, copyright or any other rights of any third party; in a manner that infringes, derogates, dilutes, or impairs the rights of RTRS in such trademark or logo. In addition, RTRS trademark users shall not use RTRS trademarks in false or misleading advertising.
- 1.4.4 Misleading information that could imply that non-certified products, processes or operations are endorsed by RTRS shall be avoided.
- 1.4.5 RTRS trademark users shall take full responsibility for the use of the RTRS trademarks including third parties acting on their behalf (e.g. legal owners of RTRS trademark users, investors, holdings or parent companies, etc.).
- 1.4.6 The RTRS trademarks' rights shall not be forwarded/transferred or sub licensed to any other individual or organization unless authorized by RTRS. Organizations that purchase credits from the RTRS credit trading platform must enter into a RTRS Trademark Use Code agreement (see Section 3).
- 1.4.7 RTRS trademarks users shall inform RTRS about any misuse of the RTRS trademarks which they notice or in case such users learn of any misuse of any trademarks of any third party that are confusingly similar to or resembles RTRS trademarks. This shall include any and all instances of misuse of the RTRS trademarks in their own operation or under their own control, or in any other external operation whatsoever. In such case, RTRS trademarks users shall notify RTRS by sending an e-mail to [info@responsiblesoy.org](mailto:info@responsiblesoy.org) and/or contact RTRS Secretariat at +54 11 45198005. If possible, RTRS trademarks users shall provide a copy of the article or other medium in which the trademark violation appeared and any other information RTRS trademarks users are able to collect, such as (i) the name and location of the establishment and/or facility in which the suspected products were found; (ii) the name or type of products; (iii) whether there were labels or tags on the items that indicate the source of the products (i.e., the manufacturer, distributor, etc.); (iv) the approximate number of goods offered for sale. RTRS trademarks users shall not engage in any conversation or communication with the third party and shall immediately contact RTRS.
- 1.4.8 RTRS trademarks users shall not use RTRS trademarks with any other trademarks, logos, designs, names or other marks (whether belonging to RTRS trademarks users or to third parties) in a manner that could confuse the consumer or give the impression that the other marks or their owners are associated with RTRS.
- 1.4.9 If the RTRS trademarks are used together with and/or in relation to and/or in close proximity to trademarks, compliance claims or labels related to other external social and/or environmental standards, RTRS trademarks users shall ensure, that the RTRS trademarks are displayed:
- i. At least as prominently (in terms of size, placement, printing quality etc.) as the trademarks, compliance claims or labels related to other social and/or environmental standards; and
  - ii. In a way which does not imply any relation to, endorsement of, or association with the other social and/or environmental standards.
- 1.4.10 **Specifications on the use of RTRS trademarks:** Annex B contains graphics specifications for the authorized use and reproduction of the RTRS logos.
- 1.4.11 **Alterations or modifications on RTRS trademarks:** RTRS trademarks must remain unaltered in all materials (including but not limited to promotional materials, product packaging, web page - if authorized to be included). RTRS trademarks users are not allowed to modify in any way RTRS trademarks. In particular, RTRS trademarks users shall:
- (i) Not vary the appearance of RTRS trademarks by abbreviating them, pluralizing them, incorporating them into acronyms, changing their spelling or using improper capitalization. Annex A of this policy provides the proper spelling and capitalization for each trademark.



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- (ii) Not distort, stretch, or manipulate RTRS logos.
- (iii) Not be displayed in a size so small that any design feature of the logo is lost and should appear in exactly the same spatial relationships as set forth in the graphics samples provided in Annex B.
- (iv) Not change the typeface of RTRS logos.
- (v) Not create a shape around or confine RTRS logos.
- (vi) Not use RTRS logos at an angle or with low resolution or jagged edges. It is prohibited to reproduce the logo in a manner that causes a logo or design to become illegible or blurry, which may happen if the logo is reproduced too small.
- (vii) Not encumber or invade RTRS logos in any way nor add any words or graphics to the existing RTRS logos.
- (viii) Not place RTRS logos on a visually competitive background (i.e. placing photography, texts, illustrations or graphics across any part of RTRS trademarks).

1.4.12 When a RTRS trademark is used in a non-stylized form, such as in the body text, it should be set apart and distinguished from the other words in the text. In order to do this, the RTRS trademark may be rendered in boldface type, italics, capital letters, underscored, or set in quotation marks.

### 1.5 Enforcement

1.5.1 Any unauthorized use of the RTRS trademarks will be treated as an infringement of copyright, trademark and/or unfair competition laws and may entitle RTRS to adopt any action or measure - including preliminary injunctions - necessary to enforce or defend its trademark rights in any jurisdiction where the infringer has its place of business or domicile or in any jurisdiction where the infringement took place or has effects.

1.5.2 Any attempt to imitate the RTRS trademarks may have legal consequences.

1.5.3 The attempt to falsify or imply RTRS membership by non-members or RTRS certification by un-certified operations is strictly forbidden.

1.5.4 Without prejudice of 1.5.1 and any other right of RTRS under applicable law and/or RTRS policies (in force as of today and/or to be developed in the future), members of the RTRS that use the RTRS trademarks but do not comply with these requirements will be in breach of the RTRS Code of Conduct for Members, and may have their membership suspended or withdrawn.

1.5.5 Without prejudice of 1.5.1 and any other right of RTRS under applicable law and/or the relevant agreement entered into with the Certificate holder and/or RTRS policies (in force as of today and/or to be developed in the future), a Certificate holder found not to comply with these requirements as part of the certification process will be issued with Corrective Action Requests and may have their certificate suspended or withdrawn if the organization fails to close or implement the corrective action requests.

### 1.6 Disputes

1.6.1 Without prejudice of 1.5.1 and any and all rights of RTRS under applicable law and/or any relevant agreement entered into with the Certificate Holder and/or RTRS policies (in force as of today and/or to be developed in the future), disputes arising from the application of these requirements will be resolved in accordance with the dispute settlement principles and procedures laid down in the RTRS Grievances Procedure.

## 2. RTRS Certificate holders

### 2.1 On-product communications and claims

2.1.1 On-product communication and claims including associated documentation using the RTRS trademarks:

- i) Shall only be used for RTRS certified products **and**
- ii) Shall be limited to the acceptable claims for the particular scope of RTRS certifications (Production or chain of Custody certification).





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- 2.1.2 The on-product use of the RTRS trademarks on documentation featuring the product but not physically associated with it (e.g. invoice, packing list, advertisement, brochure, etc.) shall only occur where the use of the RTRS trademarks refers to a specific RTRS certified product, and shall include a visible disclaimer stating “*only the products that are identified as such in this document are RTRS certified*”.
- 2.1.3 When the RTRS trademarks are used in on-product communication, the following information shall be provided:
- i. RTRS logo
  - ii. RTRS claim
  - iii. RTRS certificate number of the organization making the claim
  - iv. RTRS website address.
- Note:* For correct use and description of the "on product" RTRS logo, refer to Annex A,
- 2.1.4 If the RTRS trademarks are applied to product packaging, dispensers, transportation equipment or similar, a product description shall be available to the customer.
- 2.1.5 The product description shall:
- i. Identify the certified soy product, soy ingredient, soy derivative or embedded soy product and
  - ii. Be applied to the packaging of the RTRS trademarks
- Or
- iii. Be compiled in a separate document which is freely and readily available to the customer (e.g. on an internet page, a leaflet, the offer or the invoice). In this case the on-product use of the RTRS trademarks shall include a reference to the site of the product description (e.g. “For further information see ....”)
- 2.1.6 Only claims shown in **Table 1** may be used as the text for on-product communication. Text in square brackets [*example*] may be altered by the organization to refer to the specific organization, product, proportion or quantity about which the claim or communication is being made.
- 2.1.7 In addition to the claims in **Table 1**, organizations may also choose to include a description of the RTRS. When this option is used, only the following statements shall be used:
- i. RTRS certification assures socially and environmentally responsible practices of soy farmers.
  - ii. The Round Table on Responsible Soy assures responsible practices of soy growers for community relations, labour rights, legal compliance, business, agriculture and the environment.
- 2.1.8 In order to make an On-product claim, the organization making the claim must be in possession of a valid RTRS CoC certificate or RTRS Standard for responsible soy production certificate, with the appropriate scope for the claim made (as given in **Table 1**).
- 2.1.9 In addition to claims detailed in **Table 1** below, all product packaging as well as any marketing collateral, advertisements, and any other documentation featuring the product, but not physically associated with it but which include the RTRS trademarks also must include the proper trademark attribution statement crediting ownership of the RTRS trademarks to RTRS. Typically, the attribution statement is displayed at the end of the material, in the footer of the document, or on the back of the package. The correct trademark attribution statement is: “[*MARK*] is a trademark of RTRS (Round Table of Responsible Soy Association)”, where MARK is the name of the RTRS mark that the third party wants to use.



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Table 1: Acceptable RTRS On-product claims

	Scope of certification of organization making the claim	Must be in compliance with the following standard(s)	On-product claim allowed (soy, soy derivatives, soy containing products)
Producers	Producers	RTRS Standard for responsible soy	<p>"This soy is RTRS certified from growers that meet the RTRS standard for responsible soy production."</p> <p>Or</p> <p>"RTRS certified soy"</p>
	Producers + Non-GM	<p>RTRS Standard for responsible soy</p> <p>RTRS Chain of Custody-Non-GM module</p>	<p>"This non-GM soy is RTRS certified from growers that meet the RTRS standard for responsible soy production."</p> <p>Or</p> <p>"RTRS certified soy – Non-GM"</p>
Mass Balance	Mass Balance	RTRS Chain of Custody - Mass Balance Module	<p>"This [<i>soy product</i>] OR Soy contained in this [<i>product</i>] is RTRS certified from mixed sources."</p> <p>Or</p> <p>"RTRS certified soy - Mass balance"</p>
	Mass balance + Non-GM	<p>RTRS Chain of Custody – Non-GM module</p> <p>RTRS Chain of Custody - Mass Balance Module</p>	<p>"This [<i>soy product</i>] OR Soy contained in this [<i>product</i>] is RTRS certified, non-GM and from mixed sources."</p> <p>Or</p> <p>"RTRS certified soy - Non-GM – Mass balance"</p>
	Mass Balance + EU RED	<p>EU RED requirements for the Supply Chain</p> <p>RTRS Chain of Custody - Mass Balance Module</p> <p>RTRS Chain of Custody - EU RED Mass Balance Module</p>	<p>"RTRS certified soy – EU RED- Mass Balance"</p> <p><i>Note: Only for use on documentation featuring the product but not physically associated with it (see 2.1.2 above)</i></p>
Segregation	Segregation	RTRS Chain of Custody – Segregation module	<p>"This [<i>soy product</i>] OR Soy contained in this [<i>product</i>] is RTRS certified and originated from growers that meet the RTRS standard for responsible soy production."</p> <p>Or</p> <p>"RTRS certified soy - Segregated"</p>

	Segregation + Non-GM	RTRS Chain of Custody – Non-GM module RTRS Chain of Custody - Segregated Module	“This [ <i>soy product</i> ] OR Soy contained in this [ <i>product</i> ] is RTRS certified as non-GM and from growers that meet the RTRS standard for responsible soy production.”  Or “RTRS certified soy - Non-GM – Segregated”
	Segregation + EU RED	EU RED requirements for the Supply Chain RTRS Chain of Custody - Segregated Module	“RTRS certified soy – EU RED – Segregated”  <i>Note: Only for use on documentation featuring the product but not physically associated with it (see 2.1.2 above)</i>

### 2.2 Off-product communication and compliance claims

- 2.2.1 Off-product communication and claims using the RTRS trademarks shall only be undertaken by individuals or organizations which have a valid trademark license agreement with the RTRS and a valid RTRS certificate number.
- 2.2.2 In order to make an Off-product claim the organization making the claim must be in possession of a valid RTRS CoC certificate or RTRS Standard for responsible soy production certificate with the appropriate scope for the claim made (as given in **Table 2**). Text in square brackets [*example*] may be altered by the organization to refer to the specific organization, product, proportion or quantity about which the claim or communication is being made.
- 2.2.3 In cases where all of the products referred to or the entire product line uses 100% RTRS certified soy, the off-product claims made by the company must refer to the RTRS standard used, the scope of the certification, and identify the entire product or entire product lines that use RTRS certified soy.
- 2.2.4 Percentages and / or Proportions for the RTRS Off-product claims set out in **Table 2 shall apply in cases where only a portion of the product or product line uses RTRS certified soy.**
- 2.2.5 Off-product claims that make reference to proportions or quantities of certified material shall be calculated over a minimum time period of 1 year, and shall be updated in all communication subsequently produced following the annual assessment by the Certification body.
- 2.2.6 In addition to the claims in **Table 2** or set out in 2.2.3 organizations may also choose to include a description of the RTRS. When this option is used, only the following statements shall be used:
- i. RTRS certification assures socially and environmentally responsible practices of soy farmers.
  - ii. The Round Table on Responsible Soy assures responsible practices of soy growers for community relations, labour rights, legal compliance, business, agriculture and the environment.
- 2.2.7 When the RTRS trademarks are used in Off-product communication, the following information shall be included:
- i. RTRS logo
  - ii. RTRS claim
  - iii. RTRS certificate number or RTRS trademark license code
  - iv. RTRS website address.
- Note:* For correct use and description of the “off product” RTRS logo, refer to Annex A & B
- 2.2.8 Organizations handling RTRS certified soy with a valid RTRS certificate may use the RTRS trademarks for off-product communication for example internet pages, signboards, corporate documents, brochures, leaflets, etc.



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- 2.2.9 In addition to claims detailed in **Table 2** below or set out in **2.2.3**, any marketing collateral, advertisements, and any other documentation featuring the product, but not physically associated with it but which include the RTRS trademarks also must include the proper trademark attribution statement crediting ownership of the RTRS trademarks to RTRS. Typically, the attribution statement is displayed at the end of the material, in the footer of the document, or on the back of the package. The correct trademark attribution statement is: "*[MARK] is a trademark of RTRS (Round Table of Responsible Soy Association)*", where MARK is the name of the RTRS mark that the third party wants to use.
- 2.2.10 Certificate holders who have not produced, labelled or sold any material as RTRS certified since the previous annual surveillance audit by the Certification body (in an annual period) shall not use the RTRS trademarks for the general promotion of the organization.



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**Table 2: Acceptable Off-product claims for Certificate holders** (where a percentage of the product referred to or a percentage of the product line uses RTRS certified soy /soy products).

	Scope of Certification of the organization making the claim	Must be in compliance with the following standard:	Off-product claim allowed (soy, soy derivatives, soy containing products)
Producers	Producer	RTRS Standard for Responsible Soy	"[We] OR [name of organization] grow [ X%] OR ["x" tons out of "X" total tons of] soy certified under the RTRS standard for responsible soy production"
	Producer + Non-GM	RTRS Standard for Responsible Soy RTRS Chain of Custody – Non-GM module	"[We] OR [name of organization] grow [X% of] OR ["x" tons out of "X" total tons of] non-GM soy certified under the RTRS standard for responsible soy production"
Mass balance	Mass Balance	RTRS Chain of Custody - Mass Balance Module	"[We] OR [name of organization] use of] OR ["x" tons out of "X" total tons of] RTRS certified [specific product] OR [product line] from mixed sources."  or  "The soy in our [specific product] OR [product line] is [X% of] OR ["x" tons out of "X" total tons of] RTRS certified from mixed sources."
	Mass Balance + Non-GM	RTRS Chain of Custody – Non-GM module RTRS Chain of Custody - Segregated Module	"[We] OR [name of organization] use [X% of] OR ["x" tons out of "X" total tons of] RTRS certified non-GM [specific products] OR [product line] from mixed sources."  or  "The soy in our [specific product] OR [product line] is [X% of] OR ["x" tons out of "X" total tons of] RTRS certified non-GM from mixed sources."
	Mass Balance + EU RED	EU RED Requirements for the Supply Chain RTRS Chain of Custody - Mass Balance Module RTRS Chain of Custody – EU RED Mass Balance Module	"[We] OR [name of organization] use [X% of] OR ["x" tons out of "X" total tons of] RTRS certified EU RED [specific products] OR [product line] from mixed sources."  or  "The soy in our [specific product] OR [product line] is [X% of] OR ["x" tons out of "X" total tons of] RTRS certified EU RED from mixed sources."
Segregation	Segregation	RTRS Chain of Custody – Segregation module	"[We] OR [name of organization] use [X%] RTRS certified [specific products] OR [product line] from growers that meet the RTRS standard for responsible soy production."  or  "The soy in our [specific product] OR [product line] is [X%] RTRS certified from growers that meet the RTRS standard for responsible soy production."
	Segregation + Non-GM	RTRS Chain of Custody – Non-GM module RTRS Chain of Custody -	"[We] OR [name of organization] use [X%] RTRS certified non-GM [specific products] OR [product line] from growers that meet the



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		Mass Balance Module	RTRS standard for responsible soy production.” or “The soy in our [specific product] OR [product line] is [X%] RTRS certified Non-GM and from growers that meet the RTRS standard for responsible soy production.”
	Segregation + EU RED	EU RED Requirements for the Supply Chain RTRS Chain of Custody - Segregated Module	“[We] OR [name of organization] use [X%] RTRS certified EU RED [specific products] OR [product line] from growers certified under the RTRS standard for responsible soy production.” or “The soy in our [specific product] OR [product line] is [X%] RTRS EU RED certified from growers certified under the RTRS standard for responsible soy production.”

### 3. RTRS Trademark License holders (non RTRS-certificate holders).

The following section applies to organizations that do not hold an RTRS Chain of Custody certificate or an RTRS Standard for responsible soy production certificate. This includes certificate trading credit owners as well as organizations that are not directly part of the soy value chain, for example civil society organizations, investors and certification bodies.

When the RTRS trademarks are used by non RTRS-certificate holders (as set in 3.1, 3.2 3.3 and 3.4), that have signed a trademark license agreement with RTRS, the following information shall be included:

- RTRS claim
- RTRS trademark license code
- RTRS website address

*Note: The use of the RTRS on product logo is forbidden in any claim associated to non RTRS-certificate holders (organizations that do not hold an RTRS Chain of custody certificate or an RTRS standard for responsible soy production certificate, including but not limited to: certificate trading credit owners, organizations that are not part of the soy value chain, retailers, RTRS non-certified members)*

#### 3.1 RTRS Members

- 3.1.1 All RTRS members using RTRS trademarks must sign a Trademark License Agreement with the RTRS, as part of their membership application or renewal, as set out in 1.2.2
- 3.1.2 RTRS Trademark use codes can be issued to members of the RTRS that are not directly part of the soy supply chain, for example civil society or investors.
- 3.1.3 Communication by organizations that are not directly part of the supply chain may include reference to support for the RTRS or involvement in the RTRS. They shall not use the claims in **Table 1** or **Table 2**.
- 3.1.4 Claims for RTRS members that are non-RTRS certificate holders are set out in **Table 3**. Text in square brackets [example] may be altered by the organization to refer to the specific organization about which the claim or communication is being made.

#### 3.2 Certificate trading credit owners

- 3.2.1 All certificate trading credit owners using RTRS trademarks must sign a Trademark License Agreement with the RTRS, as set out in 1.2.2.
- 3.2.2 No on-product claims are permitted.
- 3.2.3 Off-product claims are permitted for certificate trading credit owners, as set out in **Table 3**. Text in square brackets [example] may be altered by the organization to refer to the specific organization, product or quantity of units about which the claim or communication is being made.



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- 3.2.4 Off-product claims that make reference to RTRS credits purchased for a product or product line set out in **Table 3** may be used if there is evidence that sufficient certificates are purchased to cover all product or the entire product line referred to in the claim.
- 3.2.5 Off product claims are also permitted in cases where only a portion of the product or product line uses RTRS certified soy, as set out in **Table 3**, and shall specify the number of units or percentage of the product or product line covered by the RTRS certificates purchased. Companies must also provide information annually to RTRS Secretariat about progress towards use of RTRS certified trading credits (or RTRS certified material) for all of the product, product line or overall company usage of soy and soy products.
- 3.2.6 Off-product claims are permitted for organisations that purchase RTRS credits, but do not purchase soy or soy products, as set out in **Table 3**.

### **3.3 RTRS claims by organizations that purchase from suppliers with a valid RTRS certificate**

- 3.3.1 Organizations that purchase RTRS certified products from suppliers with a valid RTRS certificate, but do not have a valid RTRS Chain of Custody certificate themselves may not use RTRS trademarks unless they have been granted with an RTRS trademark use code by the RTRS.
- 3.3.2 All RTRS claims made by organizations that purchase RTRS certified products from suppliers with a valid RTRS certificate, but do not have their own certificate, must be approved on a case by case basis by the RTRS.

### **3.4 Retailers**

- 3.4.1 In the specific case of retailers that purchase credits in the RTRS Credit Trading Platform, they are allowed as special case to do the claims set for retailers in **Table 4**.
- 3.4.2 In order to use these claims a progressive approach towards RTRS should be demonstrated to the RTRS annually to validate the RTRS License Code. These will be approved on case by case basis by the RTRS.

### **3.5 RTRS description**

- 3.5.1 In addition to the claims in **Table 3 and 4**, RTRS Trademark License holders may also choose to include a description of the RTRS. When this option is used, only the following statements shall be used:
- i. RTRS certification assures socially and environmentally responsible practices of soy farmers.
  - ii. The Round Table on Responsible Soy assures responsible practices of soy growers for community relations, labour rights, legal compliance, business, agriculture and the environment.



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**Table 3: Allowable Off-product claims for non RTRS-certificate holders**

Scope of Certification of the organization making the claim	Requirement	Off-product claim allowed
Members	Valid RTRS membership Valid RTRS License code	“[We] OR [name of organization] is a member of the Round Table on Responsible Soy”.
Certification Body	Approved RTRS Certification Body – Full recognition  + Valid RTRS License code or recognition contract	“[We] OR [name of organization] is an RTRS full recognized Certification Body”.
	Approved RTRS Certification Body – preliminary recognition  + Valid RTRS License code or recognition contract	“[We] OR [name of organization] a preliminary recognized RTRS Certification Body”.
RTRS Credit Trading Platform	Evidence must be available to demonstrate sufficient credits were purchased to cover all soy, soy derivatives and soy products in specific products or product lines claimed.  + Valid RTRS License code	“We support the responsible production of soy through the purchase of RTRS credits for [specific product] OR [product line]”.
RTRS Credit Trading Platform	Evidence must be available to demonstrate credits equivalent to the units claimed were purchased  + Valid RTRS License code.	“[We] OR [name of organization] support responsible soy production through the purchase of [X units] RTRS credits for the [soy product] in our [specific product] OR [product line].”
RTRS Credit Trading Platform	Not part of the soy value chain +  Purchase of RTRS credits +  Valid RTRS License code	“Supporting responsible production of soy [through the purchase of [X units] of RTRS credits].”





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**Table 4: Allowable Off-product claims for Retailers**


Retailers	Purchase of RTRS Credits + Valid RTRS License Code + A progressive approach towards RTRS should be demonstrated annually.	"[We] OR [name of organization] support responsible soy production through the purchase of [ "X" units] of RTRS credits. "Supporting responsible production of soy <i>through the purchase of RTRS credits.</i> " "[We] OR [name of organization] support responsible soy production through the purchase of [x units] RTRS credits for the [soy product] in our [specific product] OR [product line]."
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Round Table on Responsible Soy Association


**Annex A - RTRS trademark definition**

**A1. On product logo use**

RTRS	"RTRS - Round Table on Responsible Soy Association"	
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**A2. Institutional logo use**

**A2.1 Institutional Logo 1 ('Leaf+ Acronym')**

RTRS	"RTRS - Round Table on Responsible Soy Association"	
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**A2.2 - RTRS Institutional Logo 2 (Acronym)**



**A2.3 - RTRS Institutional Logo 3 (Acronym + Full Name)**



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**Note: All claims for each logo are set out in Tables 1, 2, 3 and 4**

Annex B – RTRS Logo. Graphic Rules.

**B.1 On product Logo Use & Institutional Logo Use**

The following requirements apply to **On product Logo Use & Institutional Logo 1 (Leaf + acronym)**  
See annex A for further reference



**B1.1.Measurement**




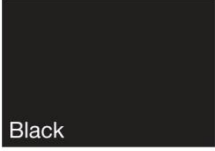
**B1.1.1 Minimum measurement**

The minimum height of the logo is 15 mm.

**B 1.2 White space**

The white space around the logo is a minimum of 5 mm.

**B 1.4 Color**

 Green	 Black																
<b>PANTONE® 377 U</b>	<b>PANTONE® Black U</b>																
<b>PANTONE® 7496 C</b>	<b>PANTONE® Black C</b>																
<table border="0"> <tr><td>C</td><td>55</td></tr> <tr><td>M</td><td>0</td></tr> <tr><td>Y</td><td>95</td></tr> <tr><td>K</td><td>45</td></tr> </table>	C	55	M	0	Y	95	K	45	<table border="0"> <tr><td>C</td><td>0</td></tr> <tr><td>M</td><td>0</td></tr> <tr><td>Y</td><td>0</td></tr> <tr><td>K</td><td>100</td></tr> </table>	C	0	M	0	Y	0	K	100
C	55																
M	0																
Y	95																
K	45																
C	0																
M	0																
Y	0																
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R	73																
G	123																
B	43																
R	0																
G	0																
B	0																
# 497B2B	# 000000																

**B1.5 Typography**

**FUTURA MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**Helvetica Neue / 65 medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789



FUTURA / MEDIUM (UPPERCASE)

Helvetica Neue / 65 medium

**B 1.6 Use of the logo**

The following guidelines are to be followed when using the logo:

- The shape and proportions of the logo must not be altered
- Any outlining or shading must not be added to the logo
- The color of the logo must not be modified
- The logo is only to be used vertically





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**B.2 RTRS Institutional Logo 2 (Acronym) and Logo 3 (Acronym + Full name)**

**B2.1 Color Code**

Colorversion



**Green**



Pantone 384 C  
Quadrachromy: C: 18 / Y: 100 / K: 31  
Web: R: 144 / G: 161 / B: 7

**Gray**



Pantone Cool Gray 7  
Quadrachromy: K: 37  
Web: R: 161 / G: 161 / B: 161

Black and white  
version



**Black**



K: 70



K: 37

Single colorversion



Negative  
version



### B2.2 Unaccepted Versions

Proper use of application rules is vital to achieve the right identity recognition.

The following are some forbidden examples of changes or transformations made to the RTRS Institutional Acronym & RTRS Acronym + Full name



Do not change the color



Do not switch colors



Do not draw an outline to the letters



Do not eliminate symbols



Do not distort



Do not write on top



Do not use inappropriate backgrounds



Do not rotate



Do not alter proportions

Do not alter or change typography



Do not use description above the green line





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### B 2.3 Minimum Size

To be able to read the isologotype well a minimum reproduction size has been set. Greater reductions would lead to loss of legibility as well as the risk of impasto when printing.

Initials should not be smaller than 0.65 cm high, while the whole isologotype should be 1 cm high.









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### B 2.4 Area of Isolation

The area of isolation should not be smaller than an “S” all around the RTRS isologotype.

