

Do you know...what's behind the logo?

Take a look at what some of these common logos mean for the consumer.



ORGANIC

Only products with organic content greater than or equal to 95% may be labeled as: "Organic" or bear the "organic" logo.

These products must be certified and the name of the certification body must appear on the label.

The organic label ensures that the product has been produced without, or does not contain chemical or synthetic fertilizers, pesticides and herbicides.



FAIR TRADE

Fair Trade is a certification granted by TransFair, a non-profit organization that began certifying coffee in 1998 and has since included many other products, ranging from tea to chocolate to fruits and spices.

Fair Trade seeks to ensure the farmers and artisans are paid fairly for their products.



Bird Friendly

A certification created by the Smithsonian Migratory Bird Center (SMBC), based in Washington, D.C.

This certification requires coffee to be organic and grown with a minimum of 40% shade coverage and also makes recommendations for the diversity and size of trees that make up the forest canopy.



Rainforest Alliance

This certification promotes and guarantees improvements in agriculture and forestry.

This seal of approval ensures that goods were produced in compliance with strict guidelines protecting the environment, wildlife, workers and local communities.



EcoLogo

Founded in 1988 by the Government of Canada but now recognized world-wide, EcoLogo is one of North America's largest, most respected environmental standard and certification mark. EcoLogo provides consumers with assurance that the products and services bearing the logo meet stringent standards of environmental leadership.



Forest Stewardship Council

Companies and consumers can be assured that forest products containing certified wood come from a responsibly managed forest.

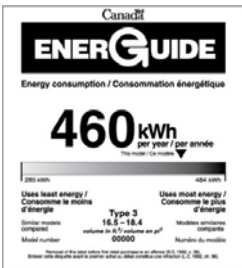
There is also a certification process for all manufacturers and producers along the supply chain, called Chain of Custody certification.



ENERGY STAR

Natural Resources Canada's (NRCan's) Office of Energy Efficiency (OEE) promotes the international ENERGY STAR symbol in Canada and monitors its use.

This symbol indicates that the product meets a premium level of energy efficiency making it easy for consumers to choose the most energy-efficient products sold in the Canadian marketplace.



ENERGUIDE

The ENERGUIDE symbol is not a certification. The information allows consumers the opportunity to compare the energy efficiency of a major household appliance (and other energy consuming products) to see how it measures up against other similar products.