

SECRETARY OF AGRICULTURE, ANIMAL HUSBANDRY, RURAL
DEVELOPMENT, FISHERIES AND FOOD

AGREEMENT provided to promote the national distinctive of organic products and establish the general rules for its use in the labeling of certified organic products.

On the margin a seal with the national emblem which reads: United States of Mexico - Secretary of Agriculture, Animal Husbandry, Rural Development, Fisheries and Food.

ENRIQUE MARTINEZ Y MARTINEZ, Secretary of Agriculture, Animal Husbandry, Rural Development, Fisheries and Food, on the basis of Articles 35, section IV of the Organic Law for Public Federal Administration; 4 of the Federal Law for Administrative Procedures; 1, fraction VI, 30 and 31 of the Law of Organic Products; 42,43 and 44 of the Regulation for Law of Organic Products, and

CONSIDERING

That the Law of Organic Products and Regulations govern the use of a national distinctive for labeling and packaging of products that have been certified as organic;

The national legal framework governing the sector of organic production is to ensure fair competition and a proper functioning of the internal market for organic products as well as maintaining and justifying consumer confidence in products labeled as organic;

The importance of labeling for consumers, to have adequate perception and clear identification of products that meet the criteria for organic production, the use of informative labeling and including a flag that symbolizes the organic production of Mexico and clearly identifies the products;

That to enlarge the Mexican identity in the national and international market of organic products, I had to issue the following:

AGREEMENT THAT UNVEILS THE NATIONAL EMBLEM FOR ORGANIC PRODUCTS AND ESTABLISHES THE GENERAL RULES FOR ITS USE IN THE LABELLING OF CERTIFIED ORGANIC PRODUCTS

CHAPTER I

GENERAL DISPOSITIONS

FIRST ARTICLE. This Agreement is intended to raise awareness and establish rules for use of the National Emblem of Organic Products with the specifications, chromatic patterns and other features that are needed in this instrument.

It will be applied to products manufactured in the United Mexican States that comply with the Law of Organic Products, Regulations and applicable dispositions.

SECOND ARTICLE. Have to comply with the provisions of this Agreement, the individuals or companies that produce, harvest, caught, carry, gather, prepare, process, package, store, transport, distribute or market products or by-products as organic and on the label, or in other documents do claim, including advertising material, commercial documents and outlets, carry the National Emblem for organic products.

THIRD ARTICLE. The National Emblem of Organic Products is a graphic and typographic composition with the following design:

- I. Drawing that integrates three symbols representing a fish whose color is blue, a green hand and a yellow flower;
- II. Typography with words ORGANICO SAGARPA MEXICO wrapping the drawing.
- III. The authorized National Emblem will be:



FOURTH ARTICLE. For printing the National Emblem, you must always maintain a minimum clear space (protection area) around it to preserve its integrity. The National Distinction must never appear linked or invaded by other graphic elements.







The construction of the emblem is presented as follows:

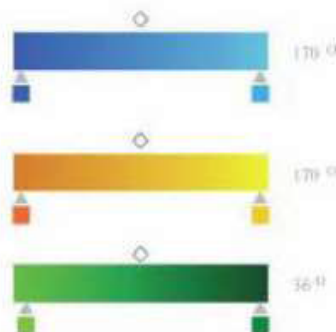


Espacio claro mínimo (área de protección)

La retícula de construcción deberá usarse sólo en casos que la reproducción del Distintivo no pueda transferirse por medios electrónicos.

ARTÍCULO QUINTO.- Los colores que conforman el referido Distintivo Nacional son los siguientes:

PANTONE	CMYK/PRINT	RGB/SCREEN
 PANTONE 298	 C76M8Y00K00	 R00 A232 V176
 PANTONE 660	 C91 M60 Y00 K00	 R06 A179 V104
 PANTONE 165	 C00 M59 Y96 K00	 R245 A38 V132
 PANTONE 123	 C00 M24 Y94 K00	 R255 A37 V196
 PANTONE 356	 C95 M00 Y100 K27	 R00 A63 V133
 PANTONE 382	 C29 M00 Y100 K00	 R193 A47 V216



FIFTH ARTICLE. The colors that will form the National Emblem are the following:

SIXTH ARTICLE. Any reproduction of National Distinction must be consistent with the colors specified below:

Escala de grises



Positivo

Negativo



1 Tinta



Colores diferentes versiones



ARTÍCULO SÉPTIMO.- El dibujo del Distintivo Nacional podrá ser usado en la declaración de propiedades, incluido el material publicitario y los documentos comerciales y puntos de venta, y para su utilización se hará sobre los siguientes fondos:



SEVENTH ARTICLE. The drawing of the National Emblem may be used in properties declaration, including advertising materials and commercial documents and outlets, and its use must be on the following background:

EIGHT ARTICLE. The suggested minimum print size is preferably 2.0 cm, may be less than the minimum as long as the characteristics of the packaging or product presentation determines the print area; as specified below:



NINTH ARTICLE. The font used in this field is that of the family Bold Candara for use in headings and paragraphs of texts in different communication pieces of the logo, as shown below:

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

TENTH ARTICLE. The National insignia shall be printed according to the original design of the logo and name. As for typography and colors, size can vary according to the label to use, but you should always take into account that any the reduction and / or amplification is proportional and should not deface said National Distinction.

CHAPTER II

TERMS OF USE

ELEVENTH ARTICLE. Conditions for the use of the National Emblem of Organic Products in the labels of organic products:

- I. The National Emblem is a trademark, which will be carried only by organic products that comply with the Law of Organic Products and its provisions;

- II. The use of the National Emblem is not permitted for products in conversion to organic, or for substances or materials listed in Articles 28 and 29 of the Organic Products Law;
- III. The use of the National Emblem will not represent any additional costs for the operator;
- IV. The National Emblem must be on a visible front or side part of the product label, followed by the words: “certified by” or “CERTIFIED BY”;
- V. The operator will be able to use the National Emblem , being able to also use any other private or national logos, as long as they are not bigger than the National Emblem;
- VI. The National Emblem may be used in the presentation or in advertising of the products that comply with national regulations on organic products, provided that they fulfill the specifications provided in this Agreement; and
- VII. Operators wishing to use in their packaging or containers of product (s), the reference to National Emblem, will be responsible for producing labels, complying at all times with the specifications of this Agreement.

CHAPTER III

ABOUT THE PROCEDURES TO OBTAIN AUTHORIZATION FOR THE USE OF THE NATIONAL EMBLEM

TWELFTH ARTICLE. Certified organic operators shall comply with the following procedure to obtain approval for use of National Emblem:

- I. Operators wishing to use on their packages or labels the National Emblem must present:
 - A. Application by attached form to the approved agency that certified or with the Secretary, clearly indicating: the type of product to be labeled, the volume and production cycle corresponding to said organic product;
 - B. Copy of current organic certification for the product (s) that will carry the National Emblem;
- II. The approved body certified by the Secretariat shall evaluate the application of the operator; if it meets the criteria specified in this chapter, authorization for the use of National Emblem will be issued through a notification and / or document to the requesting operator over a period of 15 working days from reception.

If the applicant does not comply with the required information Secretariat will prevent him within 5 working days and this will have a period of 10

working days to resolve and supplement with the required information, otherwise the request will be rejected.

CHAPTER IV

ABOUT OPERATORS OBLIGATIONS

THIRTEENTH ARTICLE. The operators authorized to use National Emblem, have the following obligations:

- I. Keeping track of product flow from the collection, processing income, results of processing, product packaging, product sold under the National Emblem symbol and product in stocks, and
- II. The operators that at some point are removed from the certification are required to suspend in their products, any use of the National Organic Emblem until obtaining organic certification again.

CHAPTER V

ABOUT SURVEILANCE FOR THE USE OF THE NATIONAL EMBLEM

FOURTEENTH ARTICLE. During the monitoring, the Secretariat will be inspecting products or by-products, advertising material or commercial documents which carry the National Emblem. In case of failure, they shall be withdrawn from the market as an organic product, being able to be marketed as a conventional product.

FIFTEENTH ARTICLE. Personnel from the Certification Body, organic operators, consumers and the general public, that detect in shops, supermarkets, marketing sites, products or by-products, advertising material or commercial documents and advertisements, bearing the National Emblem without being registered in the National Registration for organic producers may take the information and report it by writing to the Secretariat for free.

SIXTEENTH ARTICLE. Authorization for the use of National Emblem may be temporarily suspended or revoked permanently by the disciplinary procedure which includes the Federal Administrative Procedure Act, subject to the imposition of administrative and / or criminal penalties that shall apply.

SEVENTEENTH ARTICLE. A person using the National Emblem without the authorization of the Secretary, shall be imposed the administrative and / or criminal sanctions.

CHAPTER VI

ABOUT PENALTIES

EIGHTEENTH ARTICLE. Failure to comply with the dispositions contemplated in this Agreement, shall result in being penalized based on the provisions of Article 43, Section I and 44 of the Law of Organic Products.

TRANSITORY

SINGLE ARTICLE. This Agreement shall be enforced six months after its publication in the Official Gazette.

Mexico City, D.F., October 11th 2013.- Secretary of Agriculture, Animal Husbandry, Rural Development, Fisheries and Food, **Enrique Martínez y Martínez**.-
Signature.