



**VEGAN CERTIFICATION &
VEGETARIAN APPROVAL**





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IMAGE CREDIT: ROCHEL NILENDRA



VEGETARIAN AND VEGAN - BUSINESS IS BOOMING!

Vegetarianism and veganism have never been bigger than they are right now.

Demand for meat and dairy alternatives is increasing. Major research and development is occurring globally in the 'alternative protein' and 'dairy-free' areas. Sales of vegetarian and vegan products are rising more rapidly than almost every other product category.

And it's not just vegetarians who want these products. There is a large sector choosing to cut down on meat, dairy, and eggs. These 'flexitarians' and 'reducetarians' are a new and growing group of everyday people wanting to reduce their environmental impact, give tangible expression to their love for animals, and/or improve their health.

SALES OF VEGETARIAN AND VEGAN PRODUCTS ARE RISING MORE RAPIDLY THAN ALMOST EVERY OTHER PRODUCT CATEGORY.

WHY CHOOSE OUR VEGETARIAN APPROVED AND VEGAN CERTIFIED PROGRAMMES?

Our trademarks are widely recognised and highly respected.

BY JOINING THESE PROGRAMMES, YOU CAN:

- Enhance your brand's image
- Increase sales of your products
- Make your brand the preferred choice
- Access the rapidly-growing vegan, vegetarian, and reducetarian consumer markets
- Ensure your products meet the standards that vegetarians and vegans expect, and avoid potential costs associated with recalls, damage to your brand, etc.
- Appeal to diverse ethnic and religious groups
- Generate consumer awareness

Also, food businesses that join this programme have an advantage in gaining a major share in the fastest-growing sector of the food market.

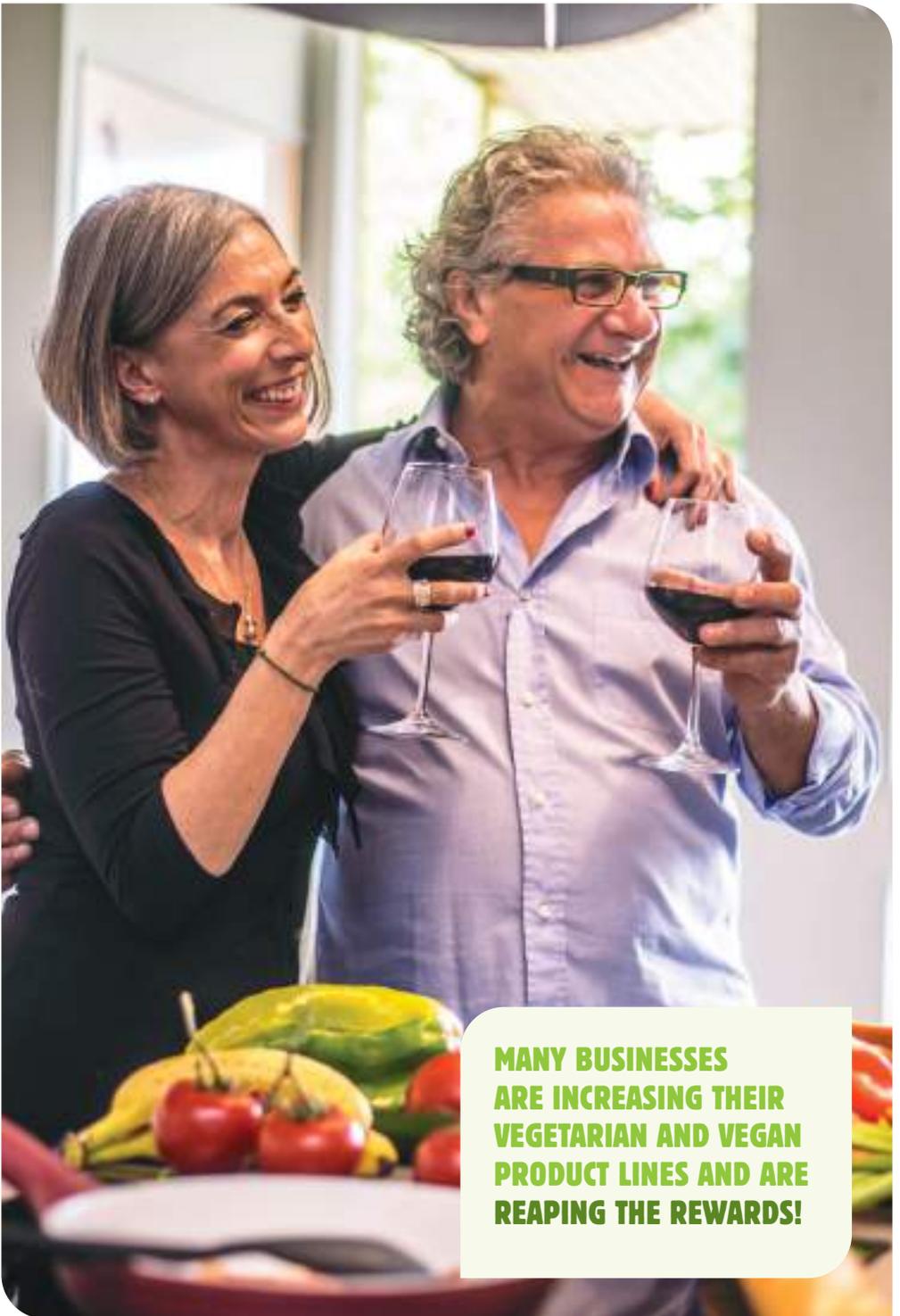
- Around one in 10 New Zealanders are always, or mostly, vegetarian or vegan.
- Non-vegetarians providing a meal for vegetarian or vegan guests are more likely to choose Vegetarian Approved or Vegan Certified products when they are unsure of what is and is not suitable.
- An increasing number of vegetarian tourists are visiting New Zealand and will choose an unfamiliar product when it is clearly labelled as vegetarian and/or vegan.

WHAT VALUE DO THESE TRADEMARKS ADD?

Today's consumers are becoming savvier about the products they buy. They want to know what's in them and where they come from - and they don't want to waste time figuring it out. If you can help your customers to quickly identify vegetarian and vegan products, it will have a positive impact on your bottom line!

Consumers find labelling claims confusing, and they respond well to initiatives which help them to choose healthier products. Many ingredients are not easily recognisable, so vegetarian and vegan labels make it easier for customers to choose suitable products.

Also worth noting is that a high percentage of vegetarians and vegans are female and represent the spending power behind the supermarket dollar.



**MANY BUSINESSES
ARE INCREASING THEIR
VEGETARIAN AND VEGAN
PRODUCT LINES AND ARE
REAPING THE REWARDS!**



OUR MISSION IS TO INCREASE VEGETARIANISM AND VEGANISM, IN ORDER TO REDUCE CRUELTY TO ANIMALS, IMPROVE HUMAN HEALTH, PROTECT THE ENVIRONMENT, AND PRESERVE THE PLANET'S RESOURCES.



ABOUT THE NZ VEGETARIAN SOCIETY

The NZ Vegetarian Society was formed in 1943, and as such is the longest-standing vegetarian organisation in New Zealand.

Our mission is to increase vegetarianism and veganism, in order to reduce cruelty to animals, improve human health, protect the environment, and preserve the planet's resources.

We do this by encouraging plant-based choices through education, information, support, campaigns, and research. Running these certification programmes is a big part of this, as it makes life easier for vegetarians, and it helps raise awareness among other people about vegetarianism and veganism.

Charities Commission: #CC33987

THE NZ VEGETARIAN SOCIETY'S APPROVAL AND CERTIFICATION CHARTER

- Set authoritative standards for vegetarian and vegan foods and products in New Zealand
- Contribute to raising health and environmental standards in the community and reducing cruelty to animals
- Provide a voice and a focus for vegetarianism and veganism
- Create a kinder, healthier world



ABOUT VEGETARIAN APPROVAL AND VEGAN CERTIFICATION

Vegetarianism isn't just a diet. For many of us, it's a lifestyle. Those who avoid eating meat and animal products for ethical reasons often avoid them in other areas of their lives, too.

These programmes don't just apply to food and beverages. Health supplements, skin care products, cosmetics, cleaning products, and more can be Vegetarian Approved and/or Vegan Certified.

To be eligible to carry our trademarks, products must meet strict criteria. An overview is given here. More details on the criteria can be found at the end of this booklet.

THE STRENGTH OF THESE PROGRAMMES DEPENDS ON PRODUCTS MEETING STRICT CRITERIA, AND ON THE INTEGRITY OF THE CERTIFICATION PROGRAMME BEING FIRMLY UPHELD BY A WELL-ESTABLISHED, HIGHLY-RESPECTED ORGANISATION.

VEGETARIAN APPROVED



Belonging to the Vegetarian Society in the UK, the Vegetarian Society Approved trademark is a globally-recognised symbol and is the longest-standing and most well-established trademark of its type. It has been used for almost 50 years, and over 15,000 products are currently licenced to display it.

The NZ Vegetarian Society is licenced to administer this trademark in New Zealand and does so governed by the standards set by the UK Vegetarian Society.

CRITERIA

- Free from ingredients resulting from animal slaughter
- Only free-range eggs used
- GMO-free
- No animal testing carried out or commissioned
- No cross-contamination during production

VEGAN CERTIFIED



The Vegan Certified trademark was developed in 2018, in response to strong and increasing demand in New Zealand for an independent vegan certification programme.

It is owned and administered by the NZ Vegetarian Society and actively supported by the Vegan Society of Aotearoa New Zealand. It has been met with enthusiasm by the ever-growing vegan community.

CRITERIA

- Free from animal-derived ingredients
- GMO-free
- No animal testing carried out or commissioned
- No cross-contamination during production

We approve and certify products, not companies, so businesses that also produce non-vegetarian products can still have their vegetarian and vegan products carry these trademarks.

WHAT ARE THE BENEFITS?

As well as assuring your customers that they can trust your products, and being associated with a long-standing national charity, there are many benefits we can offer your business as part of these programmes.

BENEFITS OF VEGETARIAN APPROVAL AND VEGAN CERTIFICATION

NZ VEGETARIAN SOCIETY'S QUARTERLY MAGAZINE, VEGETARIAN LIVING NZ

- Free advertorial with photo
- Free advertisement (business card size, full colour)
- Ongoing inclusion in the list of Vegetarian Approved and/or Vegan Certified companies
- Discount on advertising in the magazine
 - 15% off advertising
 - 25% off when booking a full year's advertising
- Discount on inclusion of company's flyers with magazine distribution (flyers to be supplied by the company)

NZ VEGETARIAN SOCIETY'S WEBSITE

- Free online listing including:
 - Logo and tagline / short description of company
 - List of certified products, or short description of certified product range (depending on space restrictions)
 - Link to certified products on your website

SOCIAL MEDIA

- Announcement on our national Facebook page that products have become vegetarian/vegan certified, with a link to your Facebook page or website
- Relevant news posted on our Facebook page, or one of our local pages, when supplied (e.g. current promotions)
- Intermittent mentions and reviews of products (e.g. when sampled)

NEW MEMBER'S PACKS

- Every new NZ Vegetarian Society member receives a New Member's pack, and your relevant flyer/voucher (to be supplied) can be included in this pack

EVENTS AND EXPOS

- We organise and attend events and expos nationwide every year. Your relevant flyer/voucher will be displayed at suitable events, if you supply us with copies. Sampling is also possible at certain stalls.

COMPETITIONS

- A cost-effective way to advertise your products is via competitions through our magazine, our newsletter, or Facebook. We are happy to facilitate these.

OTHER OPPORTUNITIES

- We're open to your ideas! We are always happy to help and keen to hear your ideas for how we can work together to help you promote your products.

ADDITIONAL BENEFITS OF VEGAN CERTIFICATION

Companies that have products certified as vegan also receive the following benefits from The Vegan Society of Aotearoa New Zealand:

- 25% off advertising in their magazine
- Listing in each issue of their magazine
- Listing on their website
- Announcement on their Facebook page
- Promotional opportunities (at their discretion)

Any information or literature promoted or distributed by the NZ Vegetarian Society or The Vegan Society of Aotearoa New Zealand will be at their discretion.



FREQUENTLY ASKED QUESTIONS

1. Why does the NZ Vegetarian Society administer the Vegetarian Approved programme and the Vegan Certified programme?

The NZ Vegetarian Society has been licenced to administer the Vegetarian Society Approved trademark by the UK Vegetarian Society since 1994. In 2018, we developed the NZVS Vegan Certified trademark, in partnership with the Vegan Society of Aotearoa New Zealand. The NZ Vegetarian Society is responsible for administering the trademark because we are the larger of the two organisations, and we serve both vegetarians and vegans.

2. Our business only wants one of the trademarks. Do we need to get both?

No, you don't. Some companies want both trademarks for their vegan products, because the Vegetarian Approved trademark is recognised in New Zealand and internationally, and because they want to make sure that vegetarians know the products are suitable for them, too. But sometimes, companies apply for only one of the trademarks. If you decide you do want both, we offer a substantial discount on the second trademark.

3. How complicated is the process?

We conduct a thorough review of each product - but rest assured, we know what we're doing! We'll work with you to make the process as efficient as possible. We'll ask you to provide statements from your suppliers to prove that the ingredients you use conform to our criteria. (Often, you'll have to ask for a written statement from your suppliers, in addition to standard Product Information Forms.) We'll review those, and if we need anything else, we'll let you know. We might ask to visit your manufacturing facilities, but usually this isn't necessary.

4. Our business is still very small. How much is this going to cost?

You'll find a breakdown of the fees at the end of this booklet. We're able to offer a discount to start-ups and small businesses, so please let us know if your company fits this description.

5. We also manufacture products that aren't vegetarian or vegan. Are we still eligible to apply for the trademarks for our vegetarian and vegan products?

Yes. We approve and certify products, not companies. Some of our Vegetarian Approved and Vegan Certified products are manufactured by businesses that also manufacture products containing meat and other animal products.

YOU'RE IN GOOD COMPANY...

ANGEL FOOD

"Having the NZ Vegetarian Society Vegan Certified logo on our packaging shows our customers that we are thorough about making our products truly vegan. The number of people looking for vegan products is increasing rapidly - but not everybody has the time or the patience to read ingredients lists to check if something is vegan or not. This certification is a great bonus for busy people!"

GOOD BUZZ

"As consumers are becoming more aware of the choices in the market, we felt it was important to have certified vegan products available. We were well supported by the NZ Vegetarian Society as we moved through the vegan certification and recommend the process to others with vegan or vegetarian products."

PROPER CRISPS

"At Proper Crisps we know you deserve real food, and we believe it should be available for all dietary requirements! We are proud to be a part of the Vegan Certified programme, as it allows our plant-based friends to shop with confidence that we will only use natural, kind ingredients. Being a part of this programme also offers many opportunities to genuinely connect with our vegan and vegetarian fans across a variety of print and digital media, helping spread the Proper word."

Our trademarks are licenced to clients ranging from large multinational corporations to small independent businesses. Check out our website to see which companies have products certified with us: www.vegetarian.org.nz.

THE PROCESS

If you are interested in vegetarian approval and/or vegan certification, please email our Trademark Manager at trademark@vegetarian.org.nz, and you will be sent an application form.



From there, the process is as follows:

1. Fill out the application form.
2. Make the application fee payment.
(Applications cannot be processed until the application fee is received.)
3. Fill in the product ingredient spreadsheet. (We will supply this.)
4. Provide supporting documents for ingredients (e.g. Product Information Forms, manufacturer statements concerning vegetarian/vegan status, GMO status, animal testing, and cross-contamination - usually, you'll have to ask for one written statement from each supplier, in addition to standard PIFs).

We will then review this information and ask for further details if they are required. We may ask to visit your premises to observe your manufacturing processes.

5. Sign a licence agreement and a declaration.
6. Make the annual corporate membership and licencing fee payment.

Once certification is completed, the trademarks will be sent to you via email for your use, along with guidelines for how the trademarks are to be used.

7. Provide marketing material to help us promote your product. (A checklist will be sent to you.)

Once received, your listings with us and other promotions will be actioned.

8. Annually, a declaration will need to be signed and payment made for a new year's corporate membership and licencing fees.

The Vegetarian Approved and Vegan Certified trademarks may only be used in relation to products licenced to use them. No association with any other product is permissible, either directly or by implication. All usage of the trademarks (including on products, websites, marketing material, etc.) must first be approved by the NZ Vegetarian Society. We regularly check products and marketing material, including companies' websites, to ensure that the use of our trademarks conforms to our guidelines.

CRITERIA - FULL

VEGETARIAN APPROVAL CRITERIA



1. FREE FROM ANY INGREDIENT RESULTING FROM SLAUGHTER

The Vegetarian Society Approved trademark cannot be displayed on any product that contains, consists of, or has been produced with the aid of products consisting of or created from, any part of the body of a living or dead animal.

This includes, but is not limited to, any of the following:

- Animal flesh or body parts (e.g. meat, poultry, fish, shellfish, insects)
- Meat, fish or bone stock/stock cubes
- Animal carcass fats (including suet, lard or dripping)
- Gelatine, aspic, gelatine-based block or jelly crystals
- Isinglass
- Animal rennet
- Royal jelly
- Any other by-product of slaughter
- Any food or ingredient made with processing aids created from any of the above

The NZ Vegetarian Society is happy to give further advice on products or ingredients and to work with companies to find suitable alternatives.

2. ONLY FREE-RANGE EGGS ARE USED

The NZ Vegetarian Society will not certify products that contain battery eggs or eggs produced using any other intensive system of production. The NZ Vegetarian Society can certify products that use free-range eggs which are produced in accordance with the EU criteria for free-range egg farming.

3. NO CROSS-CONTAMINATION DURING PRODUCTION

In order to be eligible for the Vegetarian Society Approved trademark, cross-contamination must not occur between the vegetarian product in question and non-vegetarian products/ingredients during production. If the same production line is shared with non-vegetarian products/ingredients, thorough cleaning must be carried out before vegetarian production commences. This extends to all associated machinery, equipment, utensils, surfaces and clothing, which must remain free from non-vegetarian products/ingredients before vegetarian products are touched, prepared, produced or packaged. Clear procedures must be in place to ensure correct packaging is used and errors do not occur.

4. GMO-FREE

Genetically modified ingredients or products containing genetically modified ingredients are not eligible to be licensed to carry the Vegetarian Society Approved trademark. (An exception is made for ingredients that contain genetically modified material at levels of less than 1% of that ingredient.) Vegetarian rennet used in cheese-making is acceptable.

5. NO ANIMAL TESTING CARRIED OUT OR COMMISSIONED

Cosmetic and household products

All cosmetic and household products (and their ingredients) must not be tested on animals. This includes experiments conducted or commissioned by the manufacturing company or by any other company on its behalf or on behalf of its suppliers. Each company licensed to carry the Vegetarian Society Approved trademark must also inform the NZ Vegetarian Society of any animal testing cut-off date it may have.

Food products

The NZ Vegetarian Society will not certify any new food product for which the producing company has carried out or commissioned animal testing, either for the finished product or any ingredient, unless such testing was a proven and unavoidable legal requirement.





VEGAN CERTIFICATION CRITERIA



1. FREE FROM ANIMAL-DERIVED INGREDIENTS

The NZ Vegetarian Society Vegan Certified trademark cannot be displayed on any product that contains, consists of, or has been produced with the aid of products consisting of or created from, any part of a living or dead animal, or any substance that has originated from an animal.

This includes, but is not limited to, any of the following:

- Animal flesh or body parts (e.g. meat, poultry, fish, shellfish, insects) including any by-products
- Meat, fish or bone stock / stock cubes
- Animal carcass fats (including suet, lard or dripping)
- Gelatine, aspic, gelatine-based block or jelly crystals
- Isinglass
- Animal rennet
- Dairy products

- Eggs
- Honey, beeswax, royal jelly, bee venom, propolis
- Shellac, cochineal
- Lanolin (from wool)
- Feathers
- Any product or ingredient made with processing aids created from any of the above

The NZ Vegetarian Society is happy to give further advice on products or ingredients and to work with companies to find suitable alternatives.

2. NO CROSS-CONTAMINATION DURING PRODUCTION

In order to be eligible for the Vegan Certified trademark, cross-contamination must not occur between the vegan product and non-vegan products/ingredients during production. If the same production line is shared with non-vegan products/ingredients, thorough cleaning must be carried out before vegan production commences. This extends to all associated machinery, equipment, utensils, surfaces and clothing, which must remain free from non-vegan products/ingredients before vegan products are touched, prepared, produced or packaged. Clear procedures must be in place to ensure correct packaging is used and errors do not occur.

3. GMO-FREE

Genetically modified ingredients or products containing genetically modified ingredients are not eligible to be licensed to carry the Vegan Certified trademark. (An exception is made for ingredients that contain genetically modified material at levels of less than 1% of that ingredient.)

4. NO ANIMAL TESTING CARRIED OUT OR COMMISSIONED

Cosmetic and household products

All cosmetic and household products (and their ingredients) must not be tested on animals. This includes experiments conducted or commissioned by the manufacturing company or by any other company on its behalf or on behalf of its suppliers. Each company licensed to carry the Vegan Certified trademark must also inform the NZ Vegetarian Society of any animal testing cut-off date it may have.

Food products

The NZ Vegetarian Society will not certify any new food product for which the producing company has carried out or commissioned animal testing, either for the finished product or any ingredient, unless such testing was a proven and unavoidable legal requirement.

FEES

Along with the use of the trademark(s) and approval/certification status, you gain a marketing package, making this a cost-effective form of advertising.

Application fee (non-refundable): \$200 (including GST)

Corporate membership fee

Annual company turnover:	< \$1 million	\$1-5 million	\$5-10 million	> \$10 million
Annual membership fee:	\$225 (+GST)	\$425 (+GST)	\$775 (+GST)	\$1,250 (+GST)

The corporate membership fee includes a contribution to the NZ Vegetarian Society's community education programmes.

Annual licensing fee for ONE trademark

Annual fee: \$250 (+GST) per product

A discount is available for 5 or more products.

Annual licensing fee for BOTH trademarks

Annual fee for second trademark: \$50 (+GST) per product

The NZ Vegetarian Society is especially keen to encourage and support start-ups and small vegetarian and vegan businesses, and we may be able to offer discounts accordingly. Please let us know if your business falls into this category.

There is a separate fee structure for restaurants and franchises.

To discuss your options, please email the Trademark Manager at trademark@vegetarian.org.nz.

NEXT STEPS

If you decide to proceed, you will be sent an application form. When you have completed the form and sent it to us, we will send you an invoice for the non-refundable \$200 application fee, as well as a spreadsheet for listing your product information. We will then work with you as you obtain the necessary documentation from your suppliers to prove that your products meet our criteria, and advise you if we will be visiting your manufacturing facilities.

APPENDIX: GUIDELINES FOR APPLICANTS

Neither the Vegetarian Approved trademark nor the Vegan Certified trademark can be used on any products that contain these non-vegetarian ingredients:

- Animal flesh (meat, poultry, fish, shellfish, insects)
- Meat, fish, or bone stock / stock cubes
- Animal carcass fats (e.g. suet, lard, dripping, white cooking fat) or margarine containing fish oil or ingredients derived from slaughterhouse by-products (such fats are often used in pastry and for frying, greasing tins, or in other cooking)
- Gelatine, aspic, isinglass, animal rennet, or any other by-product of slaughter (agar-agar is a good alternative for gelatine)
- Royal jelly
- Non-free-range eggs
- Any food or ingredient made with processing aids created from any of the above
- Genetically-modified ingredients or products containing genetically-modified ingredients (vegetarian rennet used in cheese-making is acceptable)

Additionally, for vegan certification, products must not contain these non-vegan ingredients:

- Dairy products (e.g. butter, casein, whey, whey ethanol)
- Eggs
- Honey, beeswax, bee venom, propolis
- Shellac, cochineal
- Lanolin, wool
- Feathers
- Any food or ingredient made with processing aids created from any of the above

If the same production line is used for vegetarian/vegan and non-vegetarian/non-vegan products, thorough cleaning must be carried out before production of the vegetarian/vegan product commences. This includes all associated machinery, equipment, utensils, surfaces, gloves, etc., which must be free from any non-vegetarian/non-vegan material before vegetarian/vegan products are touched, prepared, produced, or packaged. Procedures must be established to ensure packaging mix-ups and errors will not occur.

HIDDEN INGREDIENTS TO BE AWARE OF

- Fats and oils
Animal carcass fats (e.g. white cooking fat, suet, lard, dripping) are often used in pastry and for frying, greasing tins, or in other cooking.
- Margarine
This often contains whey (a by-product of cheese-making) and E471 (which may be derived from fish oil or animal fat).
- Cheese
This may contain rennet (from the stomachs of slaughtered newly-born calves).
- Whey and casein
These are by-products of dairy.
- Gelatine
This is an animal slaughter by-product.
- Gravies and stock
No stock (liquid, cube, or powder) containing meat, chicken, or fish extract is to be used. There are very good meat-flavoured vegan stocks available (e.g. Massel).
- Worcester sauce
This often contains anchovies (fish).
- Fruit juices
These are sometimes clarified using gelatine, which is an animal slaughter by-product.
- Alcohol
Most alcohol is refined using non-vegan products such as milk, eggs, gelatine, or isinglass (from a fish's swim bladder). Vegan alcohol is clarified by alternative means.
- Ethanol
Most ethanol in New Zealand is a product of the dairy industry, and is made from whey from cheese-making. Ethanol overseas is more commonly plant-based. Flavourings often contain ethanol.
- Sugar
Sugar is sometimes refined using bone char.
- E-number ingredients
The origin must be known for e-number ingredients that can be derived from animal ingredients.

More information can be found on our website: www.vegetarian.org.nz.

FOOD PREPARATION

As well as appearing on product lines, the NZ Vegetarian Society's Vegetarian Approved and Vegan Certified trademarks can be displayed on some restaurant, hotel, and café menus.

We have special criteria for menu items. We are not always able to offer certification to eateries - but please feel free to discuss the possibility.

Cross-contamination with non-vegetarian/non-vegan ingredients must be avoided. When preparing Vegetarian Approved/Vegan Certified meals or products:

- Work surfaces, chopping boards, utensils, fryers, grills, griddles and all other kitchen equipment and facilities must either be kept separate from those used for non-vegetarian food preparation (our preference), or cleaned thoroughly before vegetarian/vegan food preparation. We recommend that you keep a separate set of utensils for the preparation and serving of vegetarian/vegan meals. This can be easily achieved using a coding system (e.g. by colour).
- Oil used for frying must not have been used previously to cook non-vegetarian/non-vegan foods.
- An effective staff training programme must be undertaken and the Vegetarian Approved and/or Vegan Certified standards clearly explained to all new employees. This training should instil an understanding of how to comply with the standards, and it should cover the reasons for vegetarianism and/or veganism to ensure employees understand how strongly a conviction can be held by their vegetarian/vegan customers. (When staff understand the philosophy behind it, they are more likely to treat it with respect.) A signed record of this training should be kept on file and be available for inspection on request.
- Facilities may be inspected by NZ Vegetarian Society staff or a representative before approval, and from time to time to ensure criteria are being met.



(09) 523-4686 | trademark@vegetarian.org.nz | www.vegetarian.org.nz