



The Vegan Society Sunflower Standard For Caterers

The well-known Vegan Society logo is an effective way to label and promote products that have no animal involvement. Registration with the Vegan Society is cost-effective and straightforward and gives you the advantage in the market place for animal-free goods.

We offer a wide range of benefits to our licensed companies. Registration is a fantastic opportunity to promote your company to an ever-increasing number of ethical consumer groups. The ethical market is growing and this is your chance to grow with it.

Companies use our symbol either to promote a fully vegan business, or as a facility to market a vegan-friendly range direct. Accurate labelling is increasingly important to modern consumers and we offer an established mark of trust that is used and recognised all over the world.

This pack is designed to help you discover the advantages of registering with us. Please do not hesitate to contact us if you require further information.

Benefits

Our registered companies enjoy the many product-support features that come with trademark licensing. The Vegan Society is an important ally enabling you to expand into the vegan market or strengthen your existing customer base. Here's how we help you do this:

Use of our trademarked logo:

- You can use our distinctive sunflower logo worldwide on your packaging, your website and other promotional material to promote your vegan products.

Free product publicity

- Once your product is registered, a space can be arranged for it to go in the 'Shoparound' product-review pages of our magazine. This offers you a chance to introduce your new products to our readers.
- You will be listed as a trademark holder in our Animal Free Shopper book, the world's most comprehensive guide to vegan products.
- We can also promote your products at trade shows, vegan festivals and other events attended by the Vegan Society.

A listing on our web site

- We receive over 1,000,000 hits/month, and details of all our registered companies are on the site. Visit the products page to see your company and your registered items.

Discounted rates for other Vegan Society promotions

- *The Vegan* is the leading international magazine devoted to vegan living, and trademark holders benefit from a discount on advertising rates. This enables you to reach our targeted readership at extremely favourable prices. Trademark holders also receive discounts in our Animal Free Shopper.

Free product updates to your listing

- You can register any number of products for the single fee and inform us of new products to be registered, free of charge, at any time.

The Audience

- ✓ Vegans
- ✓ Vegetarians
- ✓ Ethical consumers
- ✓ Healthy-eating market
- ✓ Environmentalists
- ✓ Meat-reducers
- ✓ Religious dietary groups

More and more people are looking out for the vegan logo on products and packaging as the market for vegan products grows:

“The UK market for ‘ethical’ food products – labelled organic, fairtrade and better for animal welfare – grew from £1 billion in 1999 to £5.4 billion in 2005.” (Ethical labels and standards, Food Ethics Council, March 2008)

“The market for meat-free foods is forecast to grow by an estimated 22% by 2011.” (Meat-free Foods – UK – December 2006
Market Intelligence Food and Drink, Market Intelligence: UK)

“European sales of soya milk and non-dairy drinks are expanding by over 20% per year.” (The European Market for Soya Milk & Non-Dairy Drinks Organic Monitor, January 2006)

“Ethical consumerism is growing and consumers are now more aware of issues around food production.” (Food: an analysis of the issues
Cabinet Office Discussion Paper January 2008)

“UK vegans are twice as likely to refer to food labelling information as the population as a whole and almost all (97%) refer to food labels. Awareness of the Vegan Society trademark is high in the UK, with most vegans (94%) having bought a trademarked product.” (The Vegan Research Panel, Discovering 21st Century Vegans, 2002)

Hundreds of different companies from all over the world have been licensed to use the trademark, among them:

food manufacturers • food retailers • mail-order companies • breweries, vineyards and other drink producers • restaurants • makers of vitamins • clothing and footwear retailers • producers of cosmetics and toiletries • manufacturers of cleaning and household products • university caterers • graphic designers

~ and many more, from big names to home-based businesses.

Product Guidelines

In order to qualify for Vegan Society Trademark status products must, as far as is possible and practicable, be entirely free of animal involvement. Here are our standards:

Animal ingredients

The manufacture and/or development of the product, and where applicable its ingredients, must not involve, or have involved, the use of any animal product, by-product or derivative. (See check-list.*)

Animal testing

The development and/or manufacture of the product, and where applicable its ingredients, must not involve, nor have involved, testing of any sort on animals conducted at the initiative of the manufacturer or on its behalf, or by parties over whom the manufacturer has effective control.

Genetically modified organisms

The development and/or production of genetically modified organisms (GMOs) must not have involved animal genes or animal-derived substances. Products put forward for registration that contain or may contain any GMOs must be labelled as such.

Animals

The Vegan Society understands the word 'animal' to refer to the entire Animal Kingdom, that is all (non-human) vertebrates and all multicellular invertebrates.

Kitchen and hygiene standards

Dishes that are to be labelled vegan must be prepared separately from non-vegan dishes. As a minimum, surfaces and utensils must be thoroughly washed prior to being used for vegan cooking. We strongly recommend that a separate set of utensils be obtained for this purpose. Be aware of the risk of cross-contamination from non-vegan sources in your kitchen and take all reasonable steps to eliminate it.

Please note that it remains the responsibility of the applicant to maintain the standards of the Licensing Agreement and ensure that products adhere to the Vegan criteria. We are able to offer informal help, based upon our years of research and knowledge, in order to assist you in this.

- NB. If one or more of your ingredients appears on our check-list yet you believe they are still vegan, please provide appropriate assurances along with your application. (Common queries include lecithin, lactic acid, glycerine/glyceryl/glycerol and stearates.)

Product Guidelines (continued)

Standards for factories and manufacturing facilities

Products that meet our animal-free criteria may be considered for the Vegan Society trademark. This includes products that may have been produced in an environment where non-vegan ingredients are present. When production facilities are exposed to both vegan and non-vegan ingredients, great care and effort should be taken to minimize the risk of cross-contamination. Machinery should be cleaned thoroughly between production runs, and trademark holders will be required to sign the following declaration in their Licence Agreement:

I confirm that our company strives diligently to minimize cross-contamination from animal substances used in other (non-vegan) products as far as is reasonably practicable.

Conditions Of Use

The Vegan Society Trademark is the property of the Vegan Society. However, it is prepared to authorize use of the mark on products fulfilling its quality criteria (see 'Product Guidelines'). There is a licensing fee for the use of the symbol which is assessed on an applicant's annual turnover.

Authority to use the trademark is given for 12 months on the understanding that it can be revoked under the following circumstances:

- a) Failure to conform to the standards specified in the Licence Agreement
- b) Non-payment of the licensing fee.

Additional products meeting the Society's criteria may be registered at any time during the 12-month period at no extra charge.

Provided that the successful applicant has not infringed the Licence Agreement, the Society will not unreasonably prevent further applications at the end of the 12-month term.

It is the responsibility of the applicant to ensure that the products registered meet the Society's standards. Although the Society is not in a position to provide technical advice on the suitability of products, it is prepared to offer informal observations.

Permitted Wording - Important

The following notice only may be used in conjunction with the trademark: 'Registered with (or by) the Vegan Society'.

The Vegan Society will not permit notices that state or imply that it endorses, approves or otherwise recommends a product.

Application Procedure

1. Please complete the Application Form with your company details, together with the appropriate certification, and send them to us by post, fax or as a scanned document. You will also need to provide a detailed ingredients list for each product you wish to register, and specify the origin of ingredients that may be animal-derived. We aim at processing applications within fourteen working days.
2. If we have any questions about your application, we will contact you to discuss them. Once we are satisfied that your products have met our criteria, we will send you the Licence Agreements along with your invoice.
3. Once we have received payment and the signed Licence Agreements, we will send you our trademark logos in a variety of electronic formats.
4. Towards the end of the 12 month period, you will be sent a renewal form to sign and return in order for you to continue your use of the trademark.

Licensing Fee

A lump-sum payment is due on the signing of the Licence Agreement that covers the 12-month term. The fee is determined by the company's actual (or estimated for start-up companies only) annual turnover.

Band	Annual Turnover	Annual Fee
A	up to £50,000	£100 + VAT
B	over £50,000	£150 + VAT
C	over £100,000	£250 + VAT
D	over £500,000	£420 + VAT
E	over £1 million	£600 + VAT
F	over £5 million	£910 + VAT
G	over £10 million	£1,250 + VAT
H	over £50 million	£2,510 + VAT
I	over £100 million	£4,550 + VAT

Please note: VAT is applicable only to UK-based companies.

Ingredients Check List



Animal-derived additives

E120	cochineal
E542	edible bone phosphate
E631	sodium 5'-inosinate
E901	beeswax
E904	shellac

calcium mesoinositol hexaphosphate
lactose
sperm oil
spermaceti

Other Animal Products:

Animal fibres – angora, astrakhan, cashmere, mohair, wool

Animal milks and animal milk derivatives – casein, caseinates, lactates, lactic acid, lactose

Bee products – bee pollen, bee venom, beeswax, honey, propolis, royal jelly

Dairy products and by-products – butter, cheese, whey, yoghurt

Eggs – hen, quail, duck, ostrich

Human-derived substances – e.g. keratin, placenta

Items obtained direct from the slaughter of animals – fish (including anchovies), game and their derivatives (e.g. meat/fish extracts and stocks), poultry, meat

Marine animal products – ambergris, capiz, caviar(e), chitin, coral, fish scales, fishmeal, isinglass, marine oils and extracts (e.g. fish oils, shark oil (squalene or squalane), seal oil, whale oil), natural sponge, pearl, roe, seal meat, shellfish, sperm oil, spermaceti wax, whale meat

Miscellaneous – amniotic fluids, animal and fish glues, carmine/carmine acid, catgut, chamois, cochineal, crushed snails or insects, fixatives (e.g. musk, civet, castoreum) hormones (e.g. oestrogen, progesterone, testosterone) ivory, lanolin(e), oil of mink, parchment, placenta, silk, shellac, snake venom, some vitamins (e.g. D₃), urea, vellum, and **any carriers** (Gelatine is sometimes used to carry beta-carotene and D₂), **processing aids** (Lactose is often used to fix flavour in crisps), **or release agents** (sometimes used to prevent confectionery and baked goods adhering to manufacturing equipment) containing/comprising substances of animal origin

Slaughter by-products – animal fats (e.g. dripping, lard, suet, tallow), amino acids, aspic, bone, bone charcoal, bone-meal, bristles, collagen, down, dried blood, fatty acid derivatives, feathers, fur, gelatin(e), glycerin(e)/glycerol, hair, hides (leather, suede etc), hoof & horn meal, oleic acid, oleic oil, oleostearin, pepsin, proteins (e.g. elastin, keratin, reticulin), rennet, skins, stearates, stearic acid, stearin(e)

Possibly animal-derived additives

E101	riboflavin, lactoflavin, vitamin B ₂
E101(a)	riboflavin 5'-phosphate
E153	(believed animal-free version only may be used in food) carbon black, vegetable carbon
E16(b)	lutein
E161(g)	canthaxanthin
E236	formic acid
E237	sodium formate
E238	calcium formate
E270	lactic acid
E322	lecithin
E325	sodium lactate
E326	potassium lactate
E327	calcium lactate
E422	glycerol (glycerine)
E430	(believed to be no longer permitted in food) polyoxyethylene (8) stearate, polyoxyl (8) stearate
E431	polyoxyethylene (40) stearate, polyoxyl (40) stearate
E432	polyoxyethylene sorbitan monolaurate, polysorbate 20
E433	polyoxyethylene sorbitan mono-oleate, polysorbate 80
E434	polyoxyethylene sorbitan monopalmitate, polysorbate 40
E435	polyoxyethylene sorbitan monostearate, polysorbate 60
E436	polyoxyethylene sorbitan tristearate, polysorbate 65
E470(a)	sodium, potassium and calcium salts of fatty acids
E470(b)	magnesium salts of fatty acids
E471	glycerides of fatty acids, glyceryl monostearate, glyceryl distearate
E472(a)	acetic acid esters of glycerides of fatty acids, acetoglycerides, glycerol esters
E472(b)	lactic acid esters of glycerides of fatty acids, lactylated glycerides, lactoglycerides
E472(c)	citric acid esters of glycerides of fatty acids
E472(d)	tartaric acid esters of glycerides of fatty acids
E472(e)	mono and diacetyltartaric acid esters of glycerides of fatty acids
E472(f)	mixed acetic and tartaric acid esters of mono- and di glycerides of fatty acids
E473	sucrose esters of fatty acids
E474	sucroglycerides
E475	polyglycerol esters of fatty acids
E476	polyglycerol esters of polycondensed fatty acids of castor oil, polyglycerol polyricinoleate; polyglycerol esters of dimerized fatty acids of soya bean oil
E477	propylene glycol esters of fatty acids; propane-1,2-diol esters of fatty acids
E478	lactylated fatty acid esters of glycerol and propane-1,2-diol
E479(b)	thermally oxidized soya bean oil interacted with mono and di-glycerides of fatty acids
E481	sodium stearyl-2-lactylate
E482	calcium stearyl-2-lactylate
E483	stearyl tartrate
E491	sorbitan monostearate
E492	sorbitan tristearate, span 65
E493	sorbitan monolaurate, span 20
E494	sorbitan mono-oleate, span 80
E495	sorbitan monopalmitate, span 40
E570	fatty acids (including myristic, stearic, palmitic and oleic), butyl stearate
E572	magnesium salts of fatty acids (including magnesium stearate); calcium stearate
E585	ferrous lactate
E627	guanosine 5'-disodium phosphate, sodium guanylate, disodium guanylate
E635	sodium 5'-ribonucleotide
E640	glycine and its sodium salt
E920	L-cysteine hydrochloride
E1518	glyceryl mono-, di- and tri-acetate (triacetin)

calcium heptonate
calcium phytate
diacetin
glyceryl
leucine
monoacetin
oxystearin

Vegetable, mineral or plant synthetic forms of the above substances are acceptable, as are micro-biologically-fermented substances of plant origin.



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For use by caterers, restaurants and cafés.

Applicants must read the following guidelines and standards, and sign the application form as confirmation of adherence and understanding.

Definition of 'vegan'

On principle, vegans do not eat anything of animal origin. A vegan therefore avoids all meats, poultry and any other slaughter products and their derivatives, for example eggs, milk, cheese, yoghurt and other dairy products. They also avoid fish, shellfish, crustaceans, other marine animal products as well as honey, royal jelly, cochineal and all insect-derived products. In addition vegans avoid all 'hidden' animal ingredients, as per the list supplied. Please take time to read the list and understand what can, and what cannot, be included in vegan food.

Food Standards

No Animal Products

No ingredients, flavours and seasonings used in a vegan dish may contain any product of animal origin, as above. Please be vigilant about sauces, wines etc. that may be added and all toppings and garnishes, for these too must be free from animal involvement. In addition none of the above should contain Genetically Modified Organisms that contain animal genes, and must not have been tested on animals.

Kitchen and Hygiene Standards

Dishes that are to be labelled vegan must be prepared separately from non-vegan dishes. As a minimum surfaces and utensils must be thoroughly washed prior to being used for vegan cooking. We strongly recommend that a separate set of utensils be obtained for this purpose.

Be aware of the risk of cross-contamination from non-vegan sources in your kitchen, and please take all reasonable practicable steps to eliminate it.

We can offer guidelines on how best to care for vegan diners: please enquire if you have any doubt concerning an aspect of your operation.

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Company: _____

Address: _____

Postcode: _____ Tel. No. _____

Website: _____

Email: _____

Please indicate if there are any contact details that you do not wish to be made available to the public.

Is your menu exclusively vegan? Please circle.

YES Please submit a sample menu, with an ingredients list for each dish.

NO Please submit a sample menu, highlighting the vegan dishes that you serve. You must associate the Vegan Society logo only with your vegan dishes.

We understand that menus may change from time to time. We require to see a current menu only and request that the Vegan Society animal free standards be adhered to throughout any changes.

Licensing Fee Information (please circle)

<u>Band</u>	<u>Annual Turnover</u>	<u>Annual Fee</u>	
A	up to £50,000	£100 + VAT	
B	over £50,000	£150 + VAT	
C	over £100,000	£250 + VAT	
D	over £500,000	£420 + VAT	Please specify the date on which you wish your registration to begin:
E	over £1 million	£600 + VAT	
F	over £5 million	£910 + VAT	
G	over £10 million	£1,250 + VAT	
H	over £50 million	£2,510 + VAT	
I	over £100 million	£4,550 + VAT	_____

Please note: VAT is applicable only to UK-based companies.

Signed: _____ Date: _____

Name: _____ Position: _____

For and on behalf of (name of company) : _____

Thank you for your application. Please return it to the address below. We will contact you within five working days to keep you informed about your application.

The Vegan Society, Donald Watson House, 21 Hylton Street, Hockley, Birmingham, B18 6HJ
 Tel: 00 44 (0)121 523 1734 Fax: 00 44 (0)121 523 1749 trademark@vegansociety.com



Product Declaration Form

Please complete this simple form providing details of any NEW (currently unregistered) products you wish to register. You can email, fax or post this back to us. If just ingredients/names have changed, please indicate this.

Name of company:

Product Name	Very short Description	Ingredients (in INCI for cosmetic products)	GM Free?
			Y/N
			Y/N
			Y/N
			Y/N
			Y/N
			Y/N

I declare that the above products meet the Vegan Society animal-free standards.

Name: _____ Date: _____

Please print extra of this page if you have more products to list.

Name of company:

Product Name	Type	Ingredients	GM Free?
			Y/N
			Y/N
			Y/N
			Y/N
			Y/N
			Y/N
			Y/N

I declare that the above products meet the Vegan Society animal-free standards.

Name: _____ Date: _____