B2C PRECISION FERMENTATION PRODUCTS - ARTWORK GUIDANCE

THIS IS APPLICABLE TO:

Vegan Trademark Holders with consumer-facing (B2C) precision fermentation products that contain animal-identical ingredients/allergens that they are legally required to declare on-pack.

THE VEGAN SOCIETY'S STANCE:

Where our B2C precision fermentation products artwork guidelines are adhered to, we will permit use of the Vegan Trademark on precision fermentation products that are sold to consumers. These guidelines have been put in place to help avoid consumer confusion regarding animal-identical ingredients/allergens and associated complaints.

Products must be audited and registered, and packaging artwork must be approved by the Trademark Team, prior to the product's launch.

GUIDELINES

Whilst also adhering to our trademark artwork guidelines, these additional requirements (as set out below) have been put in place for clients with animal-related allergens or ingredients that have been replicated by the production method.

	What we cannot accept	Examples of what we can accept	Guidance
Product name	"Egg white protein"	"Animal free egg white protein"	Must be clear that it's from a non-animal source if an animal related ingredient is referenced in the product name
Product description	"Produced by fermentation"	"Produced via precision fermentation without the use of animals, their by-products or derivatives" OR "Created from fungus using precision fermentation technologies"	Must either state that it's not from animals, or confirm what material is used to produce it, as well as referencing the production method
Ingredients	"Egg white protein"	"Animal free egg white protein"	Must be clear that it's from a non-animal source if an animal related ingredient is listed
Allergen declaration	"Contains egg"	"Contains egg allergen*" OR "Contains (non-animal derived) egg*" PLUS *Even though no animal is used in our precision	An explanation must be provided to explain how the animal related allergen has occurred, or explain that it is an equivalent but non-animal-derived.

Registered Charity No. 279228 (England and Wales) SC049495 (Scotland)
Company Reg. No. 01468880
VAT Reg. No. 448597395

Trademark Department
Donald Watson House,
21 Hylton Street,
Birmingham, B18 6HJ

+44(0)121 523 1730 (option 4)
trademark@vegansociety.com
vegansociety.com/trademark

		fermentation process, the end result is bio-equivalent to a conventional chicken egg protein and therefore the allergen has been unintentionally replicated and therefore the product is not suitable for those with egg allergies" OR *Whilst not from actual eggs, the protein that has been produced is equivalent to the protein in eggs"	

EXAMPLE OF PACKAGING WE WOULD ACCEPT:



We are also unable to accept a precision fermentation product that has had to be tested on animals to be brought to market. Kindly refer to our standards regarding animal testing.

TO CONCLUDE:

We will treat each enquiry on a case-by-case basis. We will ask to review the product's artwork to ensure the messaging is clear, and we may advise changes where necessary, ensuring the guidelines and our standards are upheld.