

Key to RSPCA Certified, is a robust certification process that includes frequent, comprehensive on-site assessments. The costs associated with certification is covered mostly by licensing fees, paid by brands, restaurants and retailers who market their products with the RSPCA Certified brand.

To market products as RSPCA Certified, a brand, restaurant or retailer must have completed our traceability requirements and entered into a licensing agreement. This is to ensure that all use of the RSPCA Certified trademark is accurate, and the certification costs are covered.

1

Brands looking to market their products as RSPCA Certified will need to speak to their suppliers to find out if they are sourcing from RSPCA Certified farms, or discuss getting certified with them.



2

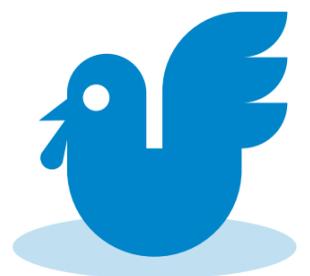
The brand provides the RSPCA Certified with details about their supply chain, products and marketing plans.



3

The brand will be assessed by the Certification Body to verify it's compliant with our Chain of Custody standard. This is because brands are required to comply with our Traceability Policy as part of their licensing agreements.

At all times, RSPCA Certified products are required to be clearly identifiable and are not substituted in any way with non-RSPCA Certified products.



4

Once the supply chain has been assessed, the brand will enter into a Licensing Agreement with RSPCA Certified. This includes a licensing fee which is calculated with consideration of how much it costs to have the brand's product certified.



5

Once a brand is a Licensee they have access to the RSPCA Certified brand for use on their product packaging and marketing. Use of the RSPCA Certified logo or name in text must comply with the brand guidelines and be approved by the RSPCA Certified marketing team.

