

# **VEGAN CERTIFICATION**

**INTRODUCTION** 



Vegan Australia

Registered as a charity by the ACNC ABN 21 169 219 854

www.veganaustralia.org.au

Contact

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# Global conscious consumers are a rapidly growing and passionate customer segment.

#### They care about:

- Sustainability & climate change
- Health & healthy lifestyles
- Animal suffering



Over 2 million Australians have a diet that is all or almost all meat-free and over half Australian adults are eating less red meat.

**ROY MORGAN, AUGUST 2016** 



Millions of people are choosing a plant-based lifestyle to improve health outcomes, reduce animal suffering and promote sustainability.

Globally conscious customers today expect brands to play a part in a better future.

#### **Give back**

Brands are expected to support the communities they operate in.

#### Be sustainable

Brands should contribute to a sustainable future.

#### Be part of the solution

Brands are active in the transition to a better way.

#### Be advocates for change

Consumers want brands to be active in advocating their values.



Brands that can align authentically with consumers will reap customer loyalty.



The Vegan Australia Certified program makes it much simpler for people wanting to make ethical choices.

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#### **Certification builds trust**

The Vegan Australia Certified program sets the standard for authentic vegan food and products in Australia.

#### Certification provides:

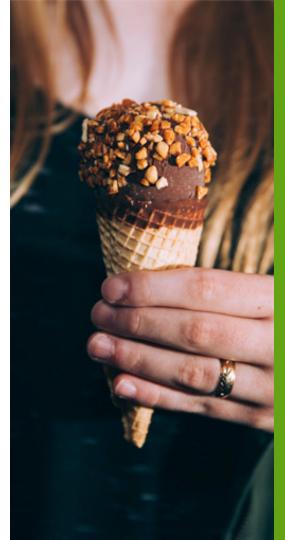
- Proof that products meet consumer expectations.
- An endorsement of an independent trusted 3<sup>rd</sup> party.
- Evidence that the product supports the vegan industry.
- Support to product marketing & sales teams.

Certification gives our customers confidence we meet the highest standards for vegan products.

Vegan Australia certification gives our customers proof that we care about a better future.

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WARREN AND KAREN STRATTON,
OWNERS OF SCANDINAVIAN CONE COMPANY



### The certification standard

For products to bear the Vegan Australia Certified logo they must meet the following standard:

- The product must not contain any ingredients derived from animals.
- Animal products must not be used in the manufacturing process.
- The product and its ingredients must not be tested on animals by the manufacturer or a related entity.
- Any ingredient that may be of animal origin must have a traceable supply chain.
- Reasonable steps must be taken to minimise cross contamination.

This standard covers both manufactured vegan products and vegan menu items in restaurants.

Certification helps both vegan businesses & non-vegan businesses promote their vegan products.



certification of a range of global vegan bodies and have decided to work with Vegan Australia as their process and rigor was the best we found and they are a recognizable and trusted certification body.

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SIMON HAGUE,
Director, TCCF & Beverage Systems APMEA, Kerry





### **Benefits of certification**

Vegan Australia Certified products receive the following benefits:

- Ability to include the certified logo on product packaging.
- Use of the certified logo on company website, social media, marketing materials, menus, etc.
- Use of the certified logo on trade presentations and information.
- Ability to claim being Vegan Australia Certified in articles, website copy, social media and trade materials.
- A listing on the <u>veganaustralia.org.au</u> website.
- Promotion in the Vegan Australia email newsletter.
- Promotion of certified products across Vegan Australia's social media assets.

# In good company

There are more than 2000 vegan approved products in use today.

These include food, beverage, cleaning, body and pet food products, as well as a range of menu items.

#### Our partners include:



























#### **Certification costs**

An annual licence fee is charged to certify products and to licence the Vegan Australia Certified trade mark. The fee is based on the total expected gross annual sales value of all your certified products combined.

The annual fee is \$150 plus \$100 for every \$100,000 (or part thereof) of this total sales value. The fee covers an unlimited number of products.

Products are certified for one year, after which certification must be renewed.

There is also a one-off \$100 application fee.



Certification was a straightforward process and great value for money.



## The certification process

Becoming certified is easy. Follow these steps:

- 1. Firstly, become familiar with the certification standard.
- Complete the application form and email it to Vegan Australia.
- Our certification team will review your application and check each submitted product against our standard. We may request further information.
- 4. If products are compliant with the standard, we will forward to you a licence agreement and invoice for the licence fee.
- 5. The applicant will then be issued with a certificate of registration.

Our standard and application forms are published on our website...

veganaustralia.org.au/get certified

# Vegan AUSTRALIA Love life, live vegan.



# **About Vegan Australia**

Vegan Australia is a national organisation that informs the public about animal rights and veganism and also presents a strong voice for veganism to government, institutions, corporations and the media.

Vegan Australia envisions a world where all animals live free from human use and ownership. The foundation of Vegan Australia is justice and compassion, for animals as well as for people and the planet.

Vegan Australia is a legally incorporated registered non-profit charity. It is independent of other organisations.

Being Vegan Australia Certified aligns with our commitment to quality and our passion for vegan consumers.

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### **Contact us**

We welcome any queries about the Vegan Australia Certified program. Please contact:

Ken Goldstein

Vegan Australia Certified



0488 237 896



certification@veganaustralia.org.au

Information and application form: veganaustralia.org.au/get certified



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