
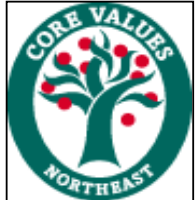



## Ecolabel Standard Requirements

Logo	Labels	Brand Identification	Licensing Fee	Standards	Inspection	Certification	Certification requirements	GM Allowed	Data	Measurements
	Midwest Food Alliance (MWFA) Seal of Approval	Farms can use their own farm brand. The Midwest Food Alliance seal of approval expands the reach of farm brands through the building of regional and national "Food Alliance Approved" brand recognition.	Yes. A sliding scale based on a MWFA sales.	Nationally, The Food Alliance has standards for at least 50 products. Midwest Food Alliance has standards for over 20 products. MWFA apple standards were developed in 1999 and have been used by certified farms since 2000.	MWFA has 12 independent, third-party inspectors. MWFA trains inspectors and coordinates their work.	MWFA certifies individual farms as well as cooperatives and grower-processors. Farms may have individual crops from their farms certified.	All Food Alliance farms must pass two sets of criteria for certification. The first set covers the soil and water conservation, pesticide use, human resources, and wildlife habitat conservation of the whole farm. The second set is crop-specific and cover cultural methods, IPM, and other related stewardship criteria specific to the crop.	Not allowed	Yearly qualitative environmental and economic data collected with post harvest updates and grower surveys.	Certification criteria flow from guiding principles: soil & water conservation, IPM and pesticide reduction, wildlife habitat conservation, nutrient recycling, safe and fair working conditions, healthy and humane animal husbandry, continual improvement.
	Certification label	No	No	Apple standards, other tree fruit were added in 2000, additional fruit and veg. crops were added in 2002. Additions were through modifying the general crop standards, not through crop-specific standards.	Inspection template, inspectors required to have experience in the crops they inspect. Farm plan must be submitted to an on-site inspector. Inspections occur every three years.	Certification by crop, i.e., apples, peaches, strawberries. Complete farm plan including, crop specific sections for each crop to be certified.	(Example: Cease the use of three toxic pesticides within the first year) Farm plan and on-site inspection report are reviewed by a certification committee.	No formal policy	Farm plan data collected only	IPM Leadership
	Dual label linked for certification	Yes	Yes	Potatoes, carrots and North Carolina apples Pending standards: wine grapes, Florida tomatoes, peppers and sweet corn	Apple Inspection Criteria in progress	Individual farm fields and group of farmers certified	I. Farmers can not exceed toxicity levels(highlighted in organizations rating system) II. 12 highly toxic pesticides must be eliminated		Organization owns data	IPM Leadership, wildlife, soil quality