

# certification, labels and brands

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# what is certification

The procedure by which a third party gives written assurance that a clearly identified process has been methodically assessed

## Accreditation

Procedure by which an authoritative body gives a formal recognition that a body or person is competent to carry out specific tasks

# Certification Process



# a label

- Follows a defined criteria
- based on wider stakeholder concerns
- Could be evaluated by independent third party or second party
- benefits the enterprises associated with it and is not owned by the enterprise

# what is a label

- **creates mental association with certain attributes – positioning**
- **product quality**
- **process of production**
- **process of manufacturing**
- **environmental factors**
- **socio-economic**
- **cultural**
- **geographic/area identity**

# what is a brand

**A brand follows the objective to identify a product.**

**The brand is owned by a private enterprise or organisation. The owner defines itself, which products and quality standards are covered by the brand.**

**The compliance is not supervised by an independent organisation**



# LABELS AND BRANDS



# chain of custody

- primary producers
- producer associations
- producer association federations
- traders
- transporters
- processors – packaging
- wholesalers
- retailers
- exporters – importers – packaging - retail