

**LICENSING AGREEMENT FOR USE OF THE  
SAFE FEED/SAFE FOOD SEAL**

The American Feed Industry Association (“AFIA”), an Illinois not-for-profit corporation with its principal place of business at 2101 Wilson Boulevard, Suite 916, Arlington, Virginia 22201, grants

\_\_\_\_\_ a  
\_\_\_\_\_ (“Licensee”), having its principal place of business at \_\_\_\_\_ a  
\_\_\_\_\_ a  
revocable license (“License”) to use certain certification marks owned by AFIA, without charge, under the following conditions:

1. This license encompasses the following two marks, which are referred to in this Agreement as “SF Seal” or “SF Seals.”

A. The “Safe Feed/Safe Food” mark for use in connection with feeds for food-producing animals:



B. The “Safe Feed” mark for use in connection with: (i) feeds for non-food-producing animals; and (ii) food for human consumption derived from animals fed exclusively feeds produced in a facility certified under the Safe Feed/Safe Food Certification Program: [Insert seal.]

2. Licensee may, at its option, use the appropriate SF seal on all labels and labeling of feed products produced at a facility that holds a valid certification issued by AFIA under the Safe Feed/Safe Food Certification Program. Use of the appropriate SF seal on labels and labeling shall be in compliance with the following requirements:

A. The SF seal, when used on feed packaging, shall be at least two linear inches, but not more than four linear inches in height and placed at least three linear inches from the edge of the package. When used on feed tags (labels that are attached to a feed package), the seal shall be at least one-half linear inch, but not more than one linear inch in height.

B. A statement along the lines of the following shall be printed in reasonably close proximity to the SF seal: “This feed was produced in a facility certified in the American Feed Industry Association’s Safe Feed/Safe Food Certification Program; for details go to: *www.afia.org/sfsf*.”

3. Licensee may, at its option, use the SF seal on all labels and labeling of food for human consumption derived from animals fed exclusively feeds produced in a facility certified by AFIA under the Safe Feed/Safe Food Certification Program. Use of the SF Seal on labels and labeling shall be in compliance with the following requirements:

- A. The size and placement of the SF seal are subject to review and written approval by AFIA before use.
- B. A statement along the lines of the following shall be printed in reasonably close proximity to the SF seal: “This seal indicates that this [food] product was derived from animals fed exclusively feed produced in a facility certified in the American Feed Industry Association’s Safe Feed/Safe Food Certification Program; for details go to: [www.afia.org/sfsf](http://www.afia.org/sfsf).”

4. Licensee may, at its option, use the appropriate SF seal in advertising or promotional material. Use of the appropriate SF seal in advertising and promotional material shall be in compliance with the following requirements:

- A. The SF seal shall be at least one inch, but not more than two inches, in linear height if the material occupies an 8 ½ x 11 inch page, or a proportional size relative to the size of the advertising or promotional material if it is of a different size.
- B. A statement along the lines of the statement required under 2.B. or 3.B., as appropriate, shall appear in reasonably close proximity to the SF seal.

5. Where licensee operates more than one feed manufacturing establishment and not all such establishments hold valid certifications under the Safe Feed/Safe Food Certification Program, licensee may, at its option, use the appropriate SF seal on non-product-specific materials only in compliance with the following requirements:

- A. The appropriate SF seal may be used on signage only for those establishments that hold valid certifications under the Safe Feed/Safe Food Certification Program, unless licensee complies with B below.
- B. The SF seal may be used on non-product-specific advertising or other promotional materials, letterheads, and in similar ways, if a statement along the lines of the following appears in reasonably close proximity to the SF seal.

i. “ABC Feed Company’s feed mills at \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ hold valid certifications under the American Feed Industry Association’s Safe Feed/Safe Food Certification Program.”

ii. “ABC Feed Company’s [livestock] feed is manufactured at establishments that hold valid certifications under the American Feed Industry Association’s Safe Feed/Safe Food Certification Program.”

6. The SF seal may be printed in either black and white or with “PMS 286” or equivalent color and white. AFIA must approve any deviation in color before use in writing.

7. Licensee agrees not to state or suggest, directly or indirectly, in connection with any use of the SF seal, that any particular lot of product has been inspected and certified for compliance with FDA, state or other requirements.

8. Except as provided in this license, the SF seal may only be used with the express written permission of AFIA.

9. This license shall continue in effect until terminated in accordance with the following provisions:

- a. This license shall be deemed terminated with respect to any facility if the licensee chooses not to have that facility participate annually under the Safe Feed/Safe Food Seal Certification Program, or if that facility fails an inspection and the appeal procedure established by AFIA has been exhausted.
- b. AFIA may terminate this license by written notice, effective upon receipt, for any material breach of this license by licensee. Material breach includes, but is not limited to, licensee's knowing use of the SF seal in violation of this license.
- c. Either party may terminate this license with thirty (30) days written notice to the other party.

10. Following termination of this license in its entirety, licensee shall immediately stop all use of the SF seal. Following termination of this license with respect to a specific facility, the licensee shall immediately stop all use of the SF seal in connection with product produced at that facility. However, in either case, the SF seal may be used on labels and labeling of any product produced before the date of termination.

11. Licensee agrees that it will not modify or otherwise misuse the SF seal or bring the SF seal into disrepute. Licensee also agrees not to violate any federal or state trademark law concerning the use of the SF seal.

12. Licensee acknowledges AFIA's ownership of the SF seal, and will not in any manner represent that licensee has any ownership therein, and will not knowingly in any way impair AFIA's ownership interest.

13. Licensee acknowledges that use of the SF seal in violation of the terms of this license may cause AFIA irreparable harm, the amount of which may be difficult to ascertain and, therefore, agrees that AFIA has the right to apply to a court of competent jurisdiction for an order restraining any further misuse, and for such other relief as may be appropriate.

14. This agreement will be governed by and construed in accordance with the laws of the Commonwealth of Virginia, and venue for any disputes will lie exclusively with the appropriate court in Arlington County, Virginia.

15. This license may be modified by an express agreement in writing signed by both parties, or with 30 days written notice by the unilateral action of AFIA.

Licensee

American Feed Industry Association

By: \_\_\_\_\_  
Signature

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Date Signed

Rev. 5-09

# AFIA

## SAFE FEED / SAFE FOOD LOGOS

**As a participant in good standing in the SF/SF Certification Program, you may use the logo on your letterhead, business cards and other materials where you wish to emphasize your SF/SF affiliation.**

**You must follow the following guidelines when using the SF/SF logo. The logo may not be revised or altered in any way. It must be displayed in the same form as produced by AFIA and cannot be reproduced unless such reproduction is identical to the logo provided by AFIA.**

1. The logo may be used only on the company's business cards, stationery, packaging, labeling, forms showing the company's letterhead, inspection forms/tags, and similar documents or Web sites on which the name and address of the facility is prominently displayed.
2. The logo may be used as a decal on the door or window of a business, on delivery trucks or on company vehicles.
3. The logo may not be used in any manner that distracts from the high level of ideals the SF/SF Certification Program projects.
4. The logo may not be used in any manner that implies that a facility is certified in the SF/SF Certification Program simply because its parent company has other locations that have completed the certification process. This includes any use of the logo in any manner that may lead the public to believe that certification has been achieved. The company may print the logo on any advertisements provided the company follows the guidelines established in the license agreement.

Contact Sharon Henry at [shenry@afia.org](mailto:shenry@afia.org) to request an electronic version of the logo.

