



Farm First rebrand

How to use the new mark

CLIENT INFORMATION NOTE (CIN)

Farm First, the LRQA owned farm assurance scheme has been rebranded. Find out more about the new Farm First marks and what this means for you.

Introducing the new Farm First marks

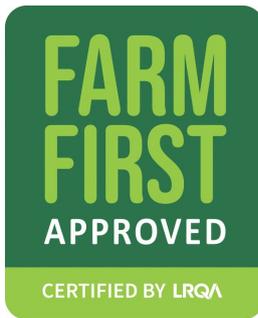


What next?

The new marks launched 1 May 2024; starting then, there will be a one-year period to remove old marks from all places they are currently used (this includes packaging, websites, reports, etc.).

From 1 May 2025, the old mark cannot be used and must be replaced with the new mark.

Old mark (*to be retired by 1 May 2025*):



Your Farm First certificate will be updated with the new mark and issued at your next audit.

Your account manager will provide you with the new marks in various formats, including ready-to-print and digitally optimised.

You will also be provided with a media pack which includes the Farm First marks, guidelines for using the mark, a press release template celebrating your successful certification to the Farm First standard(s) and a social card to promote your Farm First certification on your own channels (LinkedIn, Twitter, WeChat, Instagram).

Note: the press release and social card are optional.

For more information about the Farm First assurance scheme, visit <https://www.lrqa.com/en-gb/farm-first-assurance-scheme/>

For more information about the updated marks, contact your account manager.

Disclaimer: the new marks do not affect certification or audit cycle.