

JAS logo is required for organic **livestock food products** from **16 July 2020!**

Do you know that labelling organic agricultural products and processed foods as “organic” requires the JAS certification and logo mark ()?

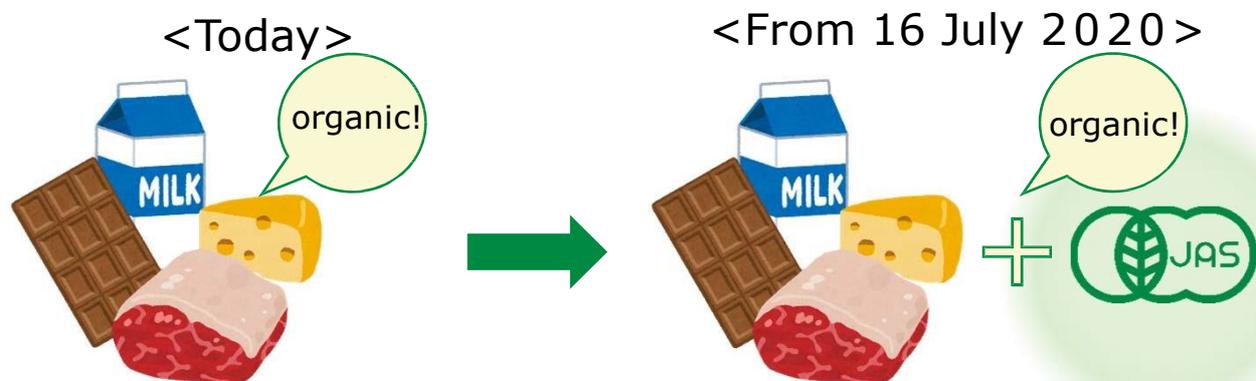
From 16 July 2020, organic livestock products (beef, eggs, etc.) and processed foods (ham, cheese, milk chocolate, etc.) will also require the JAS certification and logo mark ().

In what context has the JAS logo become a requirement?

In recent years, a growing demand for organic-labelled livestock food products in Japan and abroad has led to an increase in the supply on the market. In this context, consumers have voiced the need for easy-to-understand labelling of organic livestock food products with the JAS logo mark, like organic agricultural products. The 2020 Tokyo Olympics and Paralympics foodstuff procurement standards also recommend the use of organic JAS foods, and there is a growing interest in Japanese organic foods, including among foreign travelers to Japan. Against this background, the JAS certification and logo have become a requirement for livestock food products.

What is the benefit of making the JAS logo mandatory?

It will bring a win-win result to both consumers and businesses. The JAS certification and logo mark will provide quality guarantee for organic livestock food products and enable consumers to tell objectively what is organic JAS food from what is not. Also, making the JAS logo mandatory will enable businesses to market their products with an objective explanation and evidence.



【For livestock food products and businesses covered by this system, please see the next page】

* Honey etc. is exempted from application of this system.

* Labelling products as “organic” etc. without the organic JAS logo mark may be subject to orders by Minister of Agriculture, Forestry and Fisheries for removal of labelling and/or prohibition of sale. Failure to comply with this order may result in a sentence of penal servitude of up to 1 year or fine of up to 1 million yen (or 100 million yen for legal entities)

Livestock products examples

* Limited to products made from domestic animals (cattle, horses, (sheep, goats and pigs) or domestic poultry (chickens, quails, ostriches, ducks and wild ducks)



Beef



Egg



Milk



Ham



Cheese



Butter



Chocolate



Ice cream

(with milk-solids contents of 5%↑)

Business operators for livestock products and processed foods

- ✓ Producer
- ✓ Butcher
- ✓ Distributor
- ✓ Processor
- ✓ Retailer
- ✓ Importer

Beef

Egg

Milk

Labelling examples

- Organic livestock products
- Organic livestock products XX (or XX organic live stock products)
- Organic XX (or XX organic)
- *Organic XX (or XX organic in katakana)*

Transition period

- Any new labelling on or after 16 July 2020 will be subject to this regulation. This also applies to livestock products or processed foods that were produced, made or processed before 16 July.
- Imports will be subject to this regulation when the following tasks are to be performed on or after 16 July 2020: ✓ Sales ✓ Consignment ✓ Display products for sale etc.

The organic JAS mark mascot character: *JAS-marō*, a fairy



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Organic JAS is a good thing !
It will make your efforts visible and create confidence in consumers!

—Contact for inquiries—

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- ★ Web site address: <http://www.famic.go.jp/syokuhin/jas/index.html> (FAMIC is an independent administrative agency under MAFF)

