



Guidelines for Fresh & Processed Food

Department of Trade
Ministry of Economic Affairs
Royal Government of Bhutan
2022

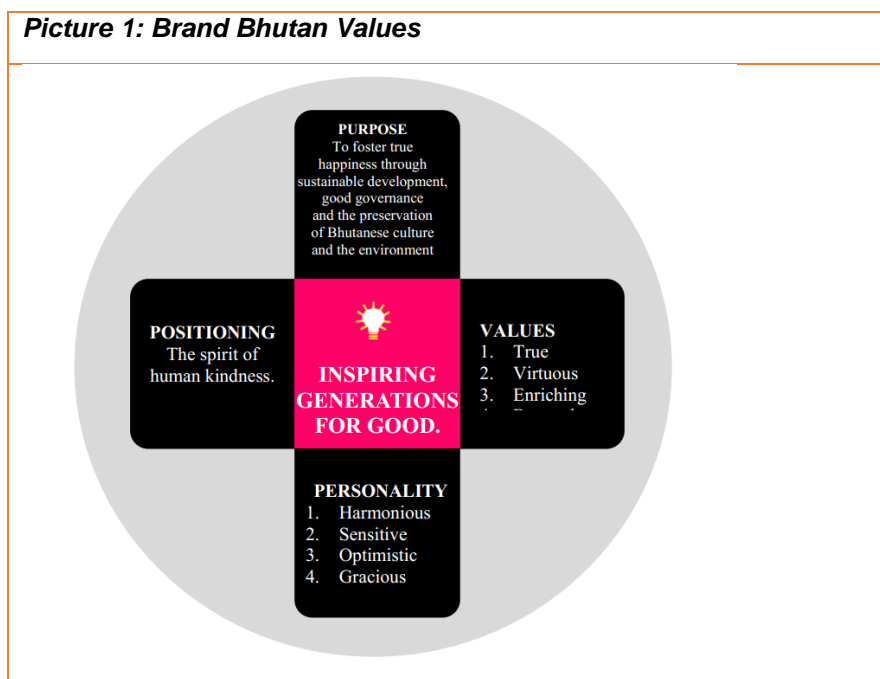
GROWN IN BHUTAN Guidelines

1. Introduction

The sectoral brand GROWN IN BHUTAN is part of the country BRAND BHUTAN, which is owned by the Department of Trade (DoT) of the Ministry of Economic Affairs of the Royal Government of Bhutan. This brand shall allow buyers to identify premium products truly originating from Bhutan.

BRAND BHUTAN'S purpose is to foster true happiness through sustainable development, good governance and the preservation of Bhutanese culture and the environment. Everything crafted in Bhutan comes from its pristine nature, timeless traditions and enduring values. The “Brand Plus” model shown in *picture 1* is the essence of the BRAND BHUTAN development process.¹

Picture 1: Brand Bhutan Values



BRAND BHUTAN values are:²

- **TRUE:** Bhutan originates from the pure, pristine and natural mountains of the Himalayas, which has influenced the traditions, and continues to resonate down through to everything said and done today.
- **VIRTUOUS:** Cultivating truly meaningful and personal experiences, by genuinely connecting with the people at every opportunity.
- **ENRICHING:** Changing lives for better, by inspiring a sense of belonging and well-being, and making a positive impression that lasts a lifetime.

¹ PW Consultancy, Brand Bhutan Implementation Plan and Guideline 2017

² FutureBrand, Brand Bhutan Guidelines 2015

- **BENEVOLENT:** Borne from the innate concern for others; warm –hearted kindness, friendliness and compassion are synonymous with the culture and way of life.

BRAND BHUTAN's personality should reflect:

- **HARMONIOUS:** By being balanced and totally in tune with the rhythms of nature-aware of how the elements work together to create peace and accord.
- **SENSITIVE:** By being perceptive and attuned to what is going on around and responding to the need and feelings of others.
- **OPTIMISTIC:** By being positive in our outlook and sharing this perspective with the world around us.
- **GRACIOUS:** By being kind, generous and considerate to the people regardless of who they are and where they come from.

Any product to be marked GROWN IN BHUTAN under the BRAND BHUTAN umbrella should be in line with BRAND BHUTAN's value and personality.

Within this framework the following sections apply for agricultural products including livestock and wild collection (raw and processed) to be marked under the brand GROWN IN BHUTAN, which is being registered as a Collective Mark with the Department of Intellectual Property (DoIP) of the Ministry of Economic Affairs (MoEA).

2. Application procedure

All individual farmers and farmer organizations, cooperatives, State Owned Enterprises (SOEs), NGOs, and private businesses that hold a license or registration in Bhutan to produce farm (or farm-based) products or for wild collection can apply for GROWN IN BHUTAN under the umbrella BRAND BHUTAN.

Individuals, companies, and organizations who want to use the mark have to complete the “Application form for the Grown-in-Bhutan Mark”. Applicants are requested to provide information according to their best knowledge and information. The provision of misleading or wrong information will lead to losing the right of applying for the mark for five years. If an applicant wants to apply for different products, a separate questionnaire has to be filled in for each product.

The “Application form for the Grown-in-Bhutan Mark” form has to be submitted to the BRAND BHUTAN Secretariat, which is managed by the Department of Trade. The “Application form for the Grown-in-Bhutan Mark” must be accompanied by a product sample. DoT will take photos of the product samples and keep a record of the photos for later reference. The product samples will be returned to the applicant after the assessment is done.

The BRAND BHUTAN Committee consisting of members from the Department of Trade and relevant agencies will assess the completed questionnaires and product samples.

In case of incomplete, unclear or missing information, the Brand Bhutan Secretariat may ask the applicant to provide further details and may inspect the business premises where goods are produced or packaged by providing prior notice to the applicant.

The Brand Bhutan Committee will notify the applicant about the outcome of the application. The decision can be as follows:

- **Non-approval:** The applicant does not fulfill the criteria of GROWN IN BHUTAN.
- **Approval with condition:** The products are approved but with certain conditions with period to rectify them, after which products are allowed to use the mark.
- **Approval without condition:** The products are approved without any condition provided that an undertaking of compliance is signed. The certificate of approval will bear the sign of Brand Bhutan Committee chair.

The right to use the mark will be granted for three years, as long as the rules and regulations of using the mark are respected and meet the requirements of the criteria set by the technical agencies. Applicants who are granted the right to use the mark have to sign and submit a declaration of Undertaking of Compliance. After three years, new applications have to be submitted, if the proponent (individual farmer, farmer organizations, processors, and exporters (private or government owned) intends to continue using the mark.

The GROWN IN BHUTAN Committee may be monitoring the product for which approval is granted and may withdraw the approval in case of non-continued compliance with the rules and regulations.

Applicants have the right to appeal against decisions of the GROWN IN BHUTAN Committee. The appeal must be in writing and shall be filed at the Department of Trade within 10 days from the date of issue of notice. The appeal shall specifically disclose the reason for the appeal. The appeal shall be placed before the GROWN IN BHUTAN Committee which shall fix a date for hearing the appeal.

3. Articulation between Grown-in-Bhutan and Made-in-Bhutan

MADE IN BHUTAN guidelines should be used for “products that are produced either completely by hand or with the help of tools (...). Such products can be utilitarian, esthetic, creative, culturally expressive, decorative, functional, traditional, consumable (not edible **except water**), religiously and socially symbolic and significant”.

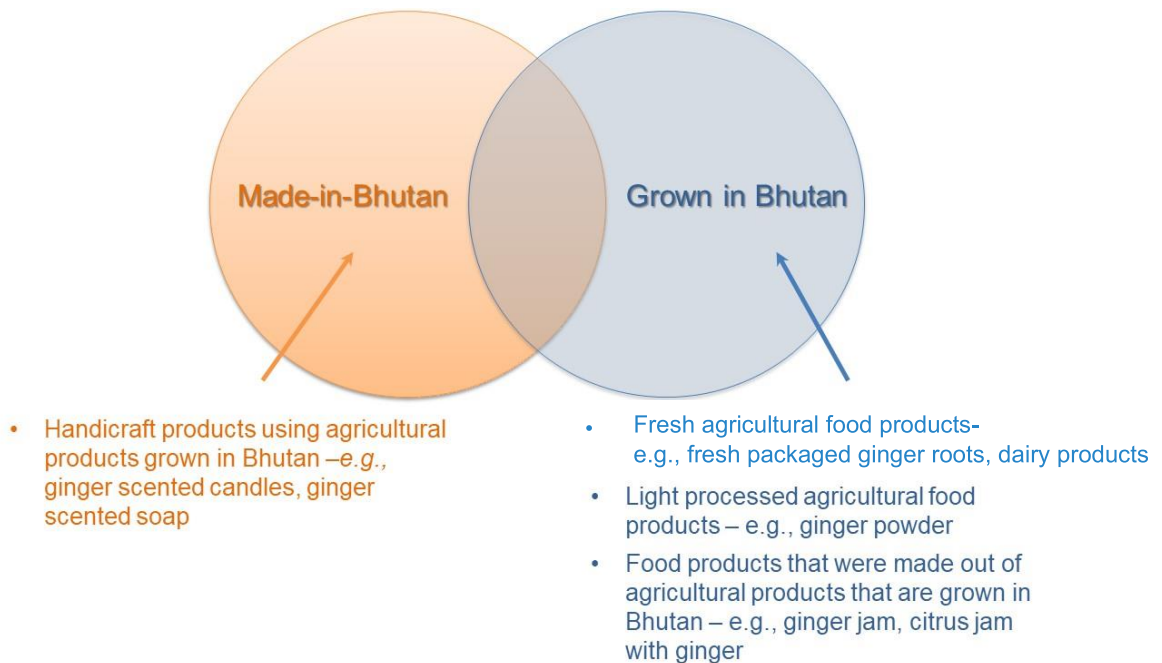
GROWN IN BHUTAN guidelines should be used for “agricultural food products (including livestock products and wild collection) that are grown in Bhutan as well as transformed food products made out of raw agricultural products that have been grown in Bhutan. As a result, non-edible processed products using raw agricultural products that have been grown in Bhutan fall under the Made in Bhutan brand and guidelines.

The underlying principle guiding the choice of what guidelines to use is the following:

- Made-in-Bhutan Guidelines are for handicraft products and non-food processed agricultural products,
- Grown-in-Bhutan Guidelines are for fresh and processed food products including livestock products and wild collections.

Figure 2 below illustrates the articulation between Made-in-Bhutan and Grown-in-Bhutan Guidelines for agricultural products

Figure 2. Rule for using MADE IN BHUTAN and GROWN IN BHUTAN Guidelines for agricultural products



4. Grown-in-Bhutan Criteria

The detailed criteria to be applied for products GROWN IN BHUTAN reflect the lead criterion of the BRAND BHUTAN brand, which is “**Premium goods, happily and sustainably made in Bhutan with uncompromised quality by reliable business partners**”.

The lead criterion is a combination of the assessment of the origin of the product going along with further detailed criteria reflecting the specific values, culture, traditions and spirit of Bhutan. The lead criterion builds on five different elements:

- Premium quality
- Happily made
- Sustainably made
- Made in Bhutan
- Made by reliable business partners.

For a measurable assessment, these five elements of the lead criterion have been broken down into a number of criteria that the applicant is expected to meet.

For the sake of clarity, in the rest of this document, we treat separately i) farmers ii) Farmer’s organizations, and iii) Companies (Small and Medium enterprises, SOEs) and iv) Civil Society Organizations as the criteria that must be met by these different types of stakeholders are different. Yet there will only be one application form.

4.1. Grown-in-Bhutan Criteria for Farmers

4.1.1. Criteria

Individual farmers must comply with the criteria listed in Table 1a below.

Table 1a: GROWN IN BHUTAN criteria for individual farmers

PRINCIPLE	CRITERIA	INDICATORS
Origin	1. The product is from Bhutan	<ul style="list-style-type: none"> • Certificate of origin of the main ingredient from the relevant agency
Premium quality	2. The product follows Minimum Quality Standards	<ul style="list-style-type: none"> • Food Safety License* • Minimum quality Standard certificate from authorized agencies e.g., BAFRA, BSB
Sustainably made	3. Good Agricultural Practices 4. Organic 5. Bhutan Natural** 6. Fresh from Bhutan 7. Wild Collection	<ul style="list-style-type: none"> • Good Agricultural Practices (GAP) • Organic certificate • Organic certificate (Bhutan Organic Standard (BOS)) • Good Husbandry Practices (GHuP) certificate • Sustainably Harvested (SH) certificate and/Collection permit from DoFPS***
By reliable business partners	8. The applicant is a licensed or registered entity.	<ul style="list-style-type: none"> • Registration certificate

* For the farmers who process their products only; ** Bhutan Natural mark will be used only for export; ***For wild collected products only;

The “Application form” must be completed for one specific product only. If an applicant wants to apply for more than one product, a separate questionnaire shall be filled in for each product.

4.1.2. Review of the criteria

Criterion 1. The product is from Bhutan (ORIGIN)

RULE: 100% of the ingredients must come from Bhutan

As farmers are not registered with the Department of Agricultural Marketing and Cooperatives (DAMC) (only farmer organizations are), individual farmers will submit their Registration Certificates (certificate of origin of the product from the relevant agency). This will enable to trace the products and to build a database of GROWN IN BHUTAN farmers.

Criterion 2. Only top-quality products are accepted (PREMIUM QUALITY)

RULE: To ensure that only premium quality products are labelled as GROWN IN BHUTAN, the ingredients from Bhutan will comply with minimum quality standards.

Criterion 3. The product was sustainably grown

RULE: the product will either comply with the Good Agricultural Practices or National Organic Standards or Bhutan Natural or Good Husbandry Practices (GHuP) or Sustainable Harvesting Guidelines (SH). If the products have been processed, the Food safety license will be submitted.

Criterion 4. The product comes from reliable business partners

- The farmer is registered.

Documents needed for application

1. Certificate of origin of the main ingredient
2. Minimum standard certificate
3. Business license /registration certificate
4. Food Safety license (if processed)
5. Certificate of Organic or GAP or Bhutan Natural or GHuP or SH

4.2. Grown-in-Bhutan Criteria for Farmers’ Organisations

4.2.1. Criteria

Farmers’ groups/cooperatives must comply with the criteria listed in Table 1b below.

Table 1b: GROWN IN BHUTAN criteria for farmers’ organizations

PRINCIPLE	CRITERIA	INDICATORS
Origin	1. The products/ingredients are from Bhutan	<ul style="list-style-type: none"> List of members Registration certificate of members
Premium quality	2. The product follows Minimum Quality Standards	<ul style="list-style-type: none"> Food Safety License* Minimum quality standard certificate from an authorized agency e.g.BAFRA, BSB
Sustainably made	3. Good Agricultural Practices 4. Organic standards 5. Bhutan Natural** 6. Fresh from Bhutan 7. Wild Collection	<ul style="list-style-type: none"> Good Agricultural Practices Organic certificate Organic certificate (Bhutan Organic Standard (BOS)) Good Husbandry Practices (GHuP) certificate Sustainable Harvested (SH) certificate and/or collection permit from Community Forest Ownership certificate (DoFPS)***
By reliable business partners	8. The applicant is a licensed or registered entity.	<ul style="list-style-type: none"> Registration Certificate from the relevant agency

* Only for the farmer organizations that process their products; ** Bhutan Natural mark will be used only for export; *** For wild collected products only;

The “Application form for Farmers’ Organizations” must be completed for one specific product only. If an applicant wants to apply for more than one product, a separate questionnaire shall be filled in for each product.

4.2.2. Review of the criteria

Criterion 1. The product is from Bhutan (ORIGIN)

RULE: 100% of the ingredients must come from Bhutan (the Farmers’ Group cannot sell products that were made from imported ingredients only).

Example: fresh or dried ginger, roasted ginger or ginger powder.

Criterion 2. Only high-quality products are accepted (PREMIUM QUALITY)

RULE: To ensure that only premium quality products are labelled as GROWN IN BHUTAN, the ingredients from Bhutan will have to comply with minimum quality standards.

Criterion 3. The product was sustainably grown

RULE: the product will either comply with the standards and requirements of Good Agricultural Practices or Organic Standards or Bhutan Natural or Good Husbandry Practices (GHuP) or Sustainable Harvesting guidelines (SH). If the products have been processed, the food safety license will be submitted.

Criterion 4. The product comes from reliable business partners

- The farmer organization is registered with the relevant agency.

Documents needed for application

1. Registration Certificate of members
2. Minimum Standard Certificate
3. Certificate of Organic or GAP or Bhutan Natural or GHuP or SH
4. Business License or Cottage industries registration certificate
5. Food safety license (if processed)

4.3. Grown-in-Bhutan criteria for companies³ and Civil Society Organizations (CSOs)

4.3.1. Criteria

Companies and Civil Society Organizations (CSOs) must comply with the criteria listed in Table 1c below.

Table 1c: GROWN IN BHUTAN criteria for SMEs and CSOs

PRINCIPLE	CRITERIA	INDICATORS
Origin	1. Ingredients from Bhutan	<u>Supplier information</u> <ul style="list-style-type: none"> • Certificate of origin from the main ingredient from the relevant agency* • Registration certificate of the group from MoAF-DAMC**
Premium quality	2. Minimum Quality Standards	<ul style="list-style-type: none"> • Food safety license • Minimum quality standard certificate
Happily made	3. Fair prices are paid to the farmers	<ul style="list-style-type: none"> • Contract Agreement with the supplier
Sustainably made	4. Cleaner production techniques are applied (eco-optimized production processes, waste management, use of recyclable material).	<ul style="list-style-type: none"> • Certificate of Organic or GAP or Bhutan Natural or GHuP or SH • Environmental clearance (for large companies)
By reliable business partners	5. The applicant is a licensed or registered entity. 6. No adverse record and major complaints in business were reported in the last 3 years.	<ul style="list-style-type: none"> • Trade License from MoEA <u>or</u> Registration Certificate from CSI Authority • Simple declaration of no adverse record/ major complaints

* If the supplier is an individual farmer; **If the supplier is a trader;

The “Application form for Companies and Civil Society Organizations must be completed for one specific product only. If an applicant wants to apply for more than one product, a separate questionnaire shall be filled in for each product. As SMEs, SOEs or CSOs may apply for several products, it is suggested to fill in the form on the computer for easier adaptation from one product to the other.

4.3.2. Review of the criteria

Product indication: The product denomination shall be precise.

The product should be denominated in a combination of:

- the name of the product
- the ingredients used (for products made of several ingredients only)

³ This includes, Small and Medium Enterprises, large companies and State-Owned Enterprises.

- c) the further processing or finishing done.

Exemple: packaged dried ginger, fresh ground turmeric

Criterion 1. The product is from Bhutan (ORIGIN)

Concerning the origin of the product, different cases must be distinguished as detailed in the subsections below.

- The product is the only ingredient:

RULE: 100% of the ingredients must come from Bhutan.

Example: fresh or dried ginger, roasted ginger or ginger powder.

- The product is not the only ingredient: this might be the case for products that mix together GROWN in BHUTAN ingredients with other ingredients that may or may not be GROWN IN BHUTAN certified.

Example: ginger jam, ginger and citrus jam, ginger flavoured tea.

RULE 1: The product should not contain any other ‘comparable ingredient’, which may partially or totally replace the ingredient benefiting from GROWN IN BHUTAN.

Example: ginger jam should only contain ginger from Bhutan (imported ginger will not be allowed), other ingredients such as sugar can come from outside Bhutan.

RULE 2: the GROWN in BHUTAN ingredient should be used in sufficient quantities to confer an essential characteristic on the final product concerned. However, the guidelines will not suggest a minimum percentage to be uniformly applied.

Example: ginger gives an essential characteristic to Ginger jam, or to Ginger tea

RULE 3: the percentage of incorporation of the most important ingredient should be indicated in or in close proximity to the trade name of the relevant product or in the list of ingredients, in direct relation to the ingredient in question.

Example: for ginger jam, only the percentage of ginger should be indicated. This percentage will be written on the backside of the package. For the other ingredients, it is just necessary to list them, by order of importance (largest volume to lowest volume).

RULE 4: If the other ingredients used in the product are available in Bhutan, they should come from Bhutan.

Example: one cannot use the GROWN IN BHUTAN label for citrus and ginger jam if the citrus does not come from Bhutan, as citrus is cultivated in Bhutan.

RULE 5: If the other ingredients used in the product are not available in Bhutan, they can be imported and the use of the label will be authorized.

Example: ginger jam can be labelled as GROWN IN BHUTAN even if no sugar is produced in Bhutan and all sugar is imported.

Criterion 2. Only top-quality products are accepted (PREMIUM QUALITY)

RULE: To ensure that only top-quality products are sold as GROWN IN BHUTAN, the ingredients from Bhutan will have to comply with minimum quality standard.

Criterion 3. Fair prices are paid to the farmers (HAPPILY MADE)

RULE: Farmers and farmer groups should be given a fair price for their products. The fair price can be defined either by adding a 20% profit margin to the production costs, or by ensuring that a contract is signed between the farmers and the aggregators/ processors.

Criterion 4. The final products are safely and sustainably made

▪ Good Hygiene and Manufacturing Practices are applied

RULE: Companies and CSOs follow Good Hygiene Practices and Good Manufacturing Practices and hold Food Safety License to ensure that their products are suitable and safe.

▪ Resource efficiency standard

RULE: cleaner production techniques are applied –e.g., reduced use of resources, production without environment pollution, environmentally friendly production processes. This will only be applied to large companies that will need to submit environmental clearance.

Criterion 5. The applicant is a licensed or registered entity.

- The applicant should provide information about his licence or micro-license number or details of the registration as an individual entrepreneur, company, cooperative, Non-Governmental Organisation, Civil Society Organisation (CSO).

Criterion 6. No adverse record and major complaints in business were reported in the last 3 years.

- Simple declaration.

Documents needed for application

1. Supplier information
 - a. Certificate of origin of the main ingredient from relevant agencies
 - b. Registration Certificate of the group from the relevant agency
 - c. Certificate of Organic or GAP or Bhutan Natural or GHuP or SH from the suppliers,
2. Companies and CSOs
 - a. Food safety license
 - b. Supplier Standard Contract Agreement
 - c. Trade License or Registration Certificate
3. Simple declaration of no adverse record/ major complaints