*Grown in*
**BHUTAN**

ISSUED BY THE
ROYAL GOVERNMENT OF BHUTAN

# Guidelines for Fresh & Processed Food

Department of Trade
Ministry of Industry, Commerce and Employment
Royal Government of Bhutan
2022

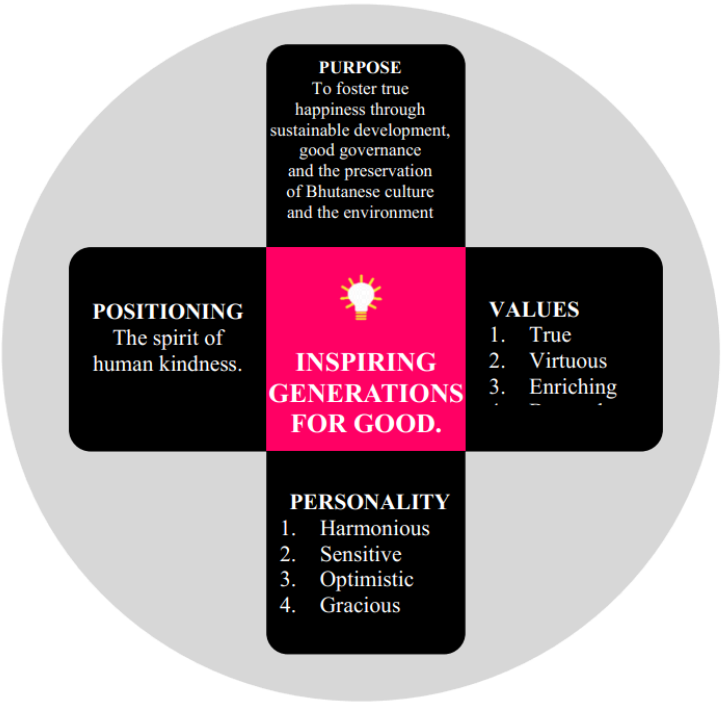
# GROWN IN BHUTAN Guidelines

## 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 Industry, Commerce and Employment 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 environment. Everything crafted in Bhutan comes from its pristine nature, timeless traditions, and enduring values. The "Brand Plus" model shown in *Figure 1* is the essence of the BRAND BHUTAN development process.[1]

***Figure 1: Brand Bhutan Values***




[1] PW Consultancy, Brand Bhutan Implementation Plan and Guideline 2017

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.
- ***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 needs 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 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 Media, Creative Industry and Intellectual Property (DoMCIIP) of the Ministry of Industry, Commerce, and Employment.

[2] FutureBrand, Brand Bhutan Guidelines 2015

## 2. Application procedure

Any individual farmer and farmer groups, 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 one year. 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" 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. The applicant should upload the photos of the product samples for record and 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 Secretariat will notify the applicant about the outcome of the application. The decision can be as follows:

- **Non-approval:** The applicant does not fulfil the criteria of GROWN IN BHUTAN.
- **Approval with condition:** The products are approved, but with certain conditions with a period to rectify them, after which products are allowed to use the mark.
- **Approval:** The products are approved without any condition, provided that an undertaking of compliance is signed. The certificate of approval will bear the signature of the authorised representative from the Ministry.

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 BRAND BHUTAN Secretariat shall monitor 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 BRAND 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 and shall specifically disclose the reason for the appeal. The appeal shall be placed before the Brand Bhutan Appeal Committee who shall fix a date for hearing the appeal. The applicant will present their appeal in person to the Brand Bhutan Appeal Committee.

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

MADE IN BHUTAN guidelines should be used for "*Products that are produced or manufactured either completely by hand or with the help of tools within Bhutan. Mechanical tools may be used as long as the direct manual contribution of the artisans remains the most substantial component of the finished handicraft products*."

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 processed 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 including water and other products which fulfil the criteria but key ingredients are not available domestically and have to be imported.

- 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

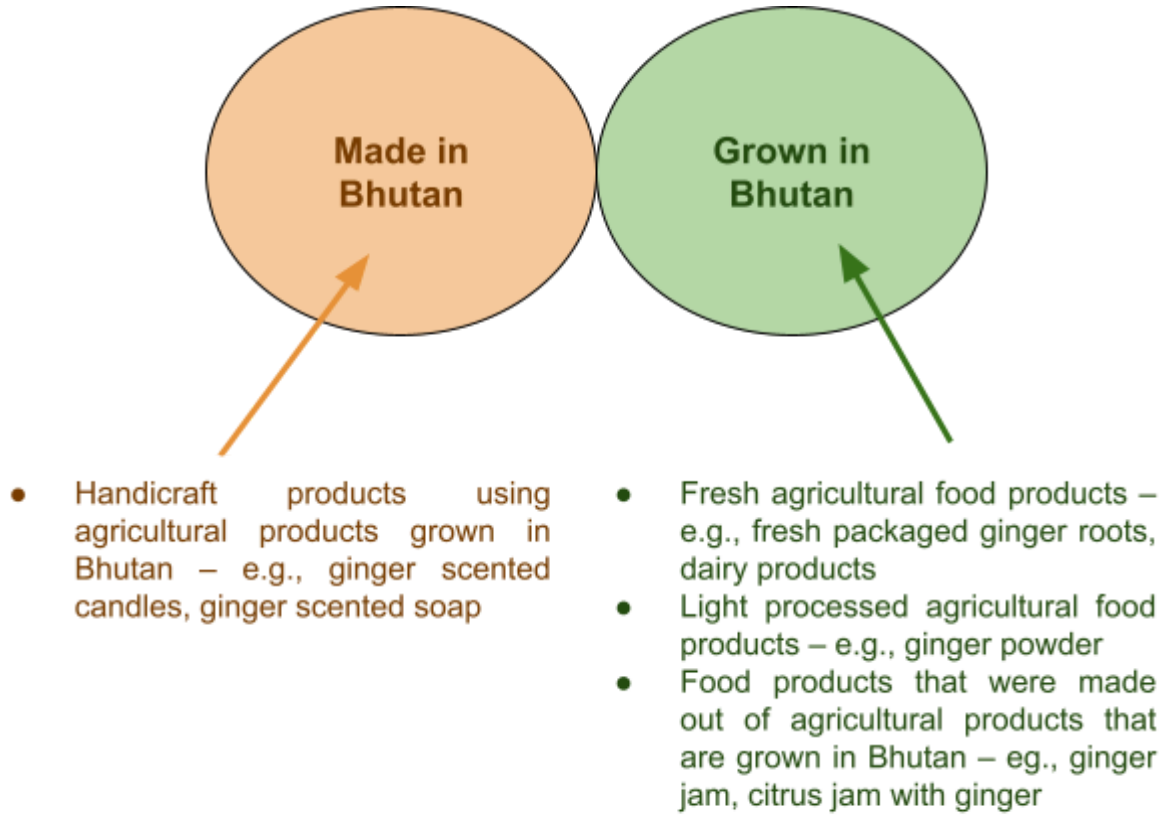



*Figure 2. Rule for using MADE IN BHUTAN and GROWN IN BHUTAN Guidelines for agricultural products*

## 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 Grown 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 grown
- Sustainably grown
- Grown in Bhutan
- Produced/Grown 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 clarity, in the rest of this document, we treat separately i) farmers; ii) Farmer's group; iii) Companies (Small and Medium enterprises, SOEs) and Civil Society Organizations as the criteria that must be met by these different types of stakeholders are different. However, 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 | ● Certificate of origin of the primary ingredient from the relevant agency/extension/gup/territorial forest range office/certificates including GAP/Organic. |
| Premium quality | 2. The product follows quality Standards | ● Food Safety License*<br>● Quality certificate from authorized agencies, e.g., BFDA or any other certification body. |
| Sustainably grown | 3. Good Agricultural Practices | ● Good Agricultural Practices (GAP) |
| | 4. Organic | ● Organic certificate |
| | 5. Bhutan Natural** | ● Organic certificate [Bhutan Organic Standard (BOS)] |
| | 6. Fresh from Bhutan | ● Good Husbandry Practices (GHuP) certificate |
| | 7. Wild Collection | ● Sustainably Harvested (SH) certificate and/Collection permit from DoFPS*** |

| | | |
|---|---|---|
| By reliable business partners | 8. The applicant is a licensed/certified/or registered entity.<br>9. The applicant has both the production capacity and market potential. | ● Registration certificate from the relevant agencies<br>● Having production and market potential |

* 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.

*Review of the criteria*

**Criterion 1. The product is from Bhutan (ORIGIN)**

**RULE**: The primary ingredients must 100% come from Bhutan.

individual farmers will submit their certificate of origin of the product from the relevant agency/extension/gup/territorial forest range office/certificates including GAP/Organic indicating the origin of the primary ingredients.

Primary ingredient means the ingredient with maximum volume or ingredients that give an essential characteristic to the product.

However, in Cordycep Tea, both Cordycep (essential ingredient ) and Tea (volume) would be considered as primary ingredients.
This will enable DoT and DAMC to trace the products and 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 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 Animal 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 Applicant/farmer is registered with or certified by the relevant agencies.
- The farmer/applicant has both production capacity and market potential.

## 4.2 Grown-in-Bhutan Criteria for Farmers' Groups

*Criteria*

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

***Table 1b: GROWN IN BHUTAN criteria for farmers' Groups***

| PRINCIPLE | CRITERIA | INDICATORS |
|---|---|---|
| Origin | 1. The products/ingredients are from Bhutan | ● List of members<br>● Registration certificate of members |
| Premium quality | 2. The product follows quality Standards | ● Food Safety License*<br>● Quality certificate from an authorized agency e.g.BFDA,BFDA or any other certification body. |
| Sustainably made | 3. Good Agricultural Practices | ● Good Agricultural Practices |
| | 4. Organic standards | ● Organic certificate |
| | 5. Bhutan Natural** | ● Organic certificate (Bhutan Organic Standard (BOS) |
| | 6. Fresh from Bhutan | ● Good Husbandry Practices (GHuP) certificate |
| | 7. Wild Collection | ● 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.<br>9. The applicant has both the production capacity and market potential. | ● Registration Certificate from the relevant agency<br>● Having production and market potential |

* 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' Groups" 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.

*Review of the criteria*

**<u>Criterion 1</u>. The product is from Bhutan (ORIGIN)**

**RULE**: The primary ingredients must 100% come from Bhutan. (The Farmers' Group cannot sell products that were made from imported ingredients only).

The Farmer's Group will submit a list of members who are cultivating the crops used as the primary ingredients for the submitted products, attested by the relevant agency,

extension service, gup, or territorial forest range office/certificates including GAP/Organic indicating the origin of the primary ingredients.

Primary ingredient means the ingredient with maximum volume or ingredients that give an essential characteristic to the product.
However, in Cordycep Tea, both Cordycep (essential ingredient ) and Tea (volume) would be considered as primary ingredients.

**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 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.

**Documents needed for application**

- Registration Certificate of members
- Minimum Standard Certificate
- Certificate of Organic or GAP or Bhutan Natural or GHuP or SH
- License or Cottage industries registration certificate
- Food safety license (if processed)

**Criterion 4. The product comes from reliable business partners**

- The farmer organization is registered with the relevant agency.
- The farmer organisation/applicant has both production capacity and market potential.

### 4.3 Grown-in-Bhutan criteria for Companies/Enterprises/SMEs/SoEs and Civil Society Organizations (CSOs)

*Criteria*

Companies/Enterprise/SMEs/SoEs 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 | Supplier information<br>● Certificate of origin of the primary ingredient from the relevant agency/extension/gup/territorial forest range office/certificates including GAP/Organic*<br>● Registration certificate of the group from -MoAL, DAMC** |
| Premium quality | 2. The product follows quality Standards | ● Food safety license<br>● quality certificate/any other certification body |
| Happily made | 2. Fair prices are paid to the farmers | ● Contract Agreement or /money receipt sample with the list of suppliers |
| Sustainably made | 3. Cleaner production techniques are applied (eco-optimized production processes, waste management, use of recyclable material). | ● Certificate of Organic or GAP or Bhutan Natural or GHuP or SH<br>● Environmental clearance (for large companies) |
| By reliable business partners | 4. The applicant is a licensed or registered entity.<br>5. The applicant has both the production capacity and market potential.<br>6. No adverse record and major complaints in business were reported in the last 3 years. | ● License from MoICE or Registration Certificate from CSI Authority.<br>● Having production and market potential.<br>● 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.

*Review of the criteria*

**Criterion 1. The product/produce is from Bhutan (ORIGIN)**

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

**Case 1: The product/produce is the only ingredient:**

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

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

**Case 2: The product is not the only ingredient:** This might be the case for products that mix 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 infused tea.*

**In this case (case 2) following rules are applicable:**

**RULE 1:** The primary ingredients must 100% come from Bhutan.
Primary ingredient means the ingredient with maximum volume or ingredients that give an essential characteristic to the product.
However, in Cordycep Tea, both Cordycep (essential ingredient ) and Tea (volume) would be considered as primary ingredients.

**RULE 2:** 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 3:** 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 quality standards.

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

**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 safe and sustainably grown**

- Good Hygiene and Manufacturing Practices are applied

**RULE**: Companies/Enterprises/SMEs 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.

**RULE**: The applicant should provide information about his/her licence/certificate number or details of the registration as an individual entrepreneur, company, cooperative, Non-Governmental Organisation, Civil Society Organisation (CSO).

**Criterion 6.** The applicant should indicate the annual production capacity and market details.

**Criterion 7.** No adverse record and major complaints in business were reported in the last 3 years.

- Simple declaration.

**Documents needed for application**

- Supplier information
  - Certificate of origin of the primary ingredient from relevant agencies
  - Registration Certificate of group from relevant agency
  - Certificate of Organic or GAP or Bhutan Natural or GHuP or SH from the suppliers,
- Companies and CSOs
  - Food safety license
  - Supplier Standard Contract Agreement
  - License or Registration Certificate
  - Environmental Clearance in case of large industries
- Simple declaration of no adverse record/ major complaints

## 5. Rights of using the GROWN IN BHUTAN promotion material

The applicant has two options for using the GROWN IN BHUTAN mark:

- **Option 1:** Branding of the products under his own name, trade mark and label, and additionally using the GROWN IN BHUTAN logo/mark
- **Option 2:** Branding the product only as GROWN IN BHUTAN without using an own brand name.

Option 1 is the preferred way of applying GROWN IN BHUTAN. In general, the use of GROWN IN BHUTAN should go along with an own company branding.

The mark owner will make a set of promotion material, like hang tags or stickers, available to the applicant that can be used on the approved products. For mass production, the applicant may be allowed to print and apply the mark on the approved product.

Considering that Bhutan lives in harmony with the environment, wherever possible, the use of natural and locally sourced materials like wood, organic cotton and handcrafted materials is suggested for producing promotion material to add value and give a more human touch and natural feeling to our brand. The mark user should avoid using anything that associates an industrialized synthetic or unnatural feeling with the brand.

Appropriate examples of use of the mark are presented in table 2.

***Table 2: Examples of us of the mark***

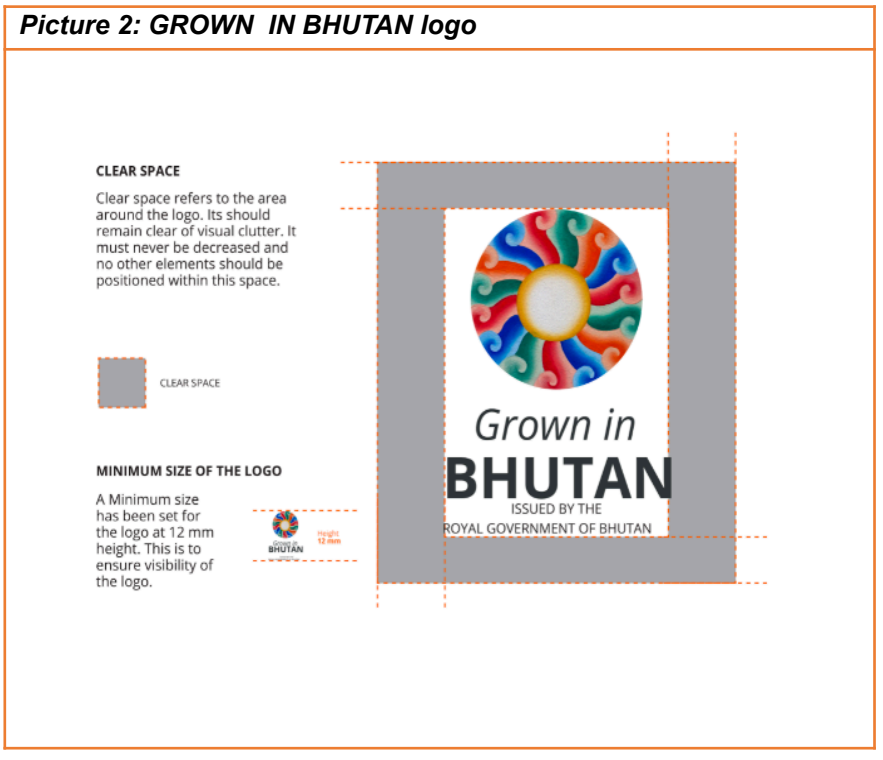
| Use | Example |
|---|---|
| Grown in Bhutan logo on products |    |
| Panels, banners, and posters for shop decoration |     |

## 6. Visual identity system

The Grown in Bhutan logo artwork consists of part of a painting of Bhutanese motifs of sun, moon and clouds in red, orange, blue and green encapsulated in a circle. The painting within the circle is hand-painted and asymmetric rather than digitally drawn, to give the logo a more natural and organic look. The vibrant colours of the logo are from traditional pigments, intended to make the logo stand out as well as have a distinct Bhutanese aesthetic. The colours represent fruits and plants,earth and sky, as a nod to natural and organic Bhutanese produce. The elements of clouds, sun and moon are also indicative of natural environments.

The following specifications have to be respected when using the logo. It is vital that all mark users consistently apply the visual identity system set out in the Brand Bhutan Guidelines in order to build strong visual recognition.[3]

***Picture 2: GROWN IN BHUTAN logo***




The logo lockup is designed with a white rectangle background to maximum visibility and clarity, and can be placed on any background without the need for alterations to the colours and typography. As such, the logo may not be edited or changed in any manner. The original

3

colours as provided may not be changed, lightened, or altered in any way, to preserve the integrity of the logo.

No additional text of any type may be added on the logo and provided clear space. The design of the logo as a lockup is designed to be used independent of the surrounding design, and may be incorporated alongside any style of design/font/text belonging to the brand. This is to allow brands to maintain their overall brand look while using the Made in Bhutan lock-up without any changes.

The ratio of dimensions of the logo/lock-up may not be changed by stretching. Products should ensure that the log provided is used in one place, and not cropped, partially removed, or printed on separate panels or materials.

**Annex 1**

**Application Form for the Grown-in-Bhutan mark**

Date of application:

Type of Applicant:

Farmer

Farmers' Group

Private company

State-owned enterprise

NGO

Name of the entity:

Contact person:

Business Address:

Telephone:

Email:

***This form should be filled by applicants involved either in 1. Growing and Packaging or Growing, Processing and Packaging or 3. Processing and Packaging or 4. Packaging only.***

**NAME OF THE PRODUCT** :

……

## 1. ORIGIN OF THE INGREDIENTS

### 1.1 Stages of production involved in?

| | | |
|---|---|---|
| ☐ | Growing/Farming | Location: |
| ☐ | Processing | Location: |
| ☐ | Packaging | Location: |

*Please tick all relevant boxes*

**1.2 What is the annual production (mention standard unit i.e MT/Nos., etc.)?**

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**1.3 Mention expected annual production value (in Million Nu.).**

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**1.4 Please provide information on the ingredients**

*Please start with the primary ingredient. If there is only one ingredient, please only fill in line 1*

| | Name of ingredient | Origin | From (location) | Quantity sourced/harvested in a year | Form of the product* | Standard** (tick all relevant boxes) |
|---|---|---|---|---|---|---|
| 1. | | □ Bhutan<br>□ Imported | | | Fresh or processed | □ GAP<br>□ Organic<br>□ Bhutan Natural<br>□ GHuP<br>□ SH<br>□ Conventional<br>□ Wild product |
| 2. | | □ Bhutan<br>□ Imported | | | | □ GAP<br>□ Organic<br>□ Bhutan Natural<br>□ GHuP<br>□ SH<br>□ Conventional<br>□ Wild product |
| 3. | | □ Bhutan<br>□ Imported | | | | □ GAP<br>□ Organic<br>□ Bhutan Natural<br>□ GHuP<br>□ SH<br>□ conventional<br>□ Wild product |
| 4. | | □ Bhutan<br>□ Imported | | | | □ GAP<br>□ Organic<br>□ Bhutan Natural<br>□ GHuP<br>□ SH<br>□ conventional<br>□ wild product |

** Ex: raw, dried, fresh, sliced, powder, etc.*

*** Submit relevant certificate (GAP=Good Agricultural Practices; Organic = Bhutan Organic Standard or any other organic standard (USNOP, EU, JAS); Bhutan Natural = LOAS certified or organic; Good Husbandry Practices= (GHuP); Sustainable Harvesting Guidelines= SH; conventional = no particular standard applied; wild product = no particular standard, for collected products only).*

**1.5 Which of these ingredients give an essential characteristic to the product?**

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**1.6 Which imported ingredients are locally available?** *This question is for imported ingredients only (if you do not import any ingredients, please go to Section 2)*

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**1.7 Why did you import these ingredients?**

- ☐ They are cheaper
- ☐ They are of higher quality
- ☐ I need large volumes
- ☐ Not the right variety
- ☐ Others, please specify ——————

*Tick all relevant boxes*

## 2. LABELLING

**2.1 Is the percentage of incorporation of the main ingredients (those that appear in the product name) indicated on the packaging?**

☐ Yes ☐ No

If yes, where does this information appear?

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*Please provide a copy of the labelling (list of ingredients)*

## 3. FAIR PAYMENT & TREATMENT

### Suppliers

**3.1 Do you provide fair payments to your suppliers?**

☐ Yes ☐ No ☐ No suppliers (own production only)

*Please provide a copy of contract agreement with the suppliers of ingredients or the payment invoice/receipt made to the suppliers*

### Workers

**3.2 Do you provide the Bhutanese minimum wage to the workers?**

☐ Yes ☐ No

If yes, please indicate average monthly income of your workers

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*Please provide a copy of contract agreement with the workers or copy of payments made to the workers*

**3.3 Do you provide spacious rooms with proper facilities, appropriate lighting, heating, or cooling installations?**

☐ Yes ☐ No

**Do you provide workers with protective equipment where necessary?**

☐ Yes ☐ No

**Do you employ youth under 18 years?**

☐ Yes ☐ No

**Do you provide favorable work conditions for women?**

☐ Yes ☐ No

If yes, please explain what is done in this area:

---

*Please provide a copy of the Food Safety License in case of processed food and Quality Certificate*

## 4. SUSTAINABLE PRODUCTION

**4.1 Do you apply cleaner production techniques (e.g., eco-optimized production processes, waste management and use of recyclable material)?**

☐ Yes ☐ No

Please briefly describe any cleaner production techniques:

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**4.2 Where do you sell the submitted products?**

Domestic market (please specify) .....

International markets (please specify the countries).

1. Asia - Countries: .....
2. Australia, New Zealand, Pacific - Countries: .....
3. Europe: - Countries: .....
4. North America - Countries: .....
5. Latin America & Caribbean - Countries: .....
6. Africa - Countries: .....
7. Other countries - Countries: .....

**4.3 What are your usual sales channels? (You can tick more than one.)**

**Direct sales:**

☐ In your own shop / workshop / factory
☐ Trade fairs and exhibitions
☐ Your own website or other internet sources
☐ Others(specify).....

**Wholesalers:**

☐ Importers' and Exporters' Associations
☐ Entrepreneurs and middleperson
☐ Mail-order companies
☐ Internet marketing and e-commerce
☐ Others (specify).....

**Retailers:**

- ☐ Museum and art gallery shops
- ☐ Department stores, shopping malls
- ☐ Gift, discount, and specialty shops
- ☐ Designers' shops
- ☐ Internet marketing and e-commerce
- ☐ Others (specify).....

**Others**:

- ☐ International fair trade organizations
- ☐ Cooperatives and NGOs

**Are your business activities registered?**

☐ Yes ☐ No

**Do you have any adverse records or any major complaints recorded against your business in the last three years?**

☐ Yes ☐ No

If yes, please describe

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| **Declaration** |
| --- |
| I hereby declare that the information furnished above is true and complete. I understand that any false or inaccurate information shall render my application invalid, or shall result in cancellation of approval if it is already granted. |

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Place, date Name and signature

| For administration |
| --- |

- □ Non-approval
- □ Approval
- □ Approval with condition

Remarks

Signature

Place, date

Name and signature Brand Bhutan Committee

## List of documents to submit with the application

*(This form should be filled by applicants involved either in 1. Growing and Packaging or Growing, Processing and Packaging or 3. Processing and Packaging or 4. Packaging only.)*

### Farmers/Producers

1. Certificate of origin of the primary ingredient
2. Quality certificate
3. Business license /registration certificate
4. Food Safety license (if processed)
5. Certificate of Organic or GAP or Bhutan Natural or GHuP
6. SH or Collection permit from DOFPS (*For wild products only)*

### Farmers' groups

1. Registration Certificate of members
2. Quality Certificate
3. Certificate of Organic or GAP or Bhutan Natural or GHuP
4. Business License or Cottage industries registration certificate
5. Food safety license (if processed)
6. SH Community Forest Ownership Certificate (DoFPS) (*For wild products only)*

### Private businesses, state-owned enterprises, NGOs, CSOs

1. Trade License or Registration Certificate
2. Quality Certificate
3. Food Safety License
4. Environmental clearance (for large companies)
5. Simple declaration of no adverse records or major complaints in business
6. Information about the suppliers *Only if the respondent buys ingredients from suppliers*
7. Standard Contract Agreement or Payment invoice made to the supplier
8. Certificate of origin of the primary ingredient from relevant agencies
9. Registration Certificate of the group from the relevant agency
10. Certificate of Organic or GAP or Bhutan Natural or GHuP or SH from the suppliers,

**Annex 2**

*(Use the organisations' letterhead)*

## CERTIFICATE OF ORIGIN FOR GROWN IN BHUTAN

This is to certify that the goods described below by …….…… (Name of the Entity), CID/License No……, Address…….. (Address of the entity) are originated in the ……..(Village Name).....Gewog, ……..Dzongkhag, Bhutan.

Goods Description:

- Name of the Grower:
- CID/Permit No. of the Grower:
- Product Name: [Name of the Product]
- Quantity: [*mention standard unit, i.e MT/Nos.,etc.)*]
- Contact No:

**Declaration:**

- I hereby declare that the above information is true and correct to the best of my knowledge.
- I understand that providing false information may lead to penalties under applicable laws and regulations.

Authorized Signature:

- [ Signature]

- [Seal (if available)]

- [ Name]

- [Position - Gup, Agri/Livestock Extension Officer, Territorial Forest Range Office] (tick relevant position)

- [Date]

* In case of change in the source/grower, the certificate has to be updated.

## Annex 3: Undertaking of Compliance

I,.....……. holding a trade license/CID ……. operating business in …….. , approved as the GROWN IN BHUTAN brand user holding approval no…….hereby sign the 'Undertaking of Compliance' that I will follow the GROWN IN BHUTAN guidelines in usage of the brand logo/marks on my product to assure its usage is not misused.

1. I acknowledge and agree that the GROWN IN BHUTAN logo will be used in compliance with the guidelines;
2. I will respect all the requirements set out in the guidelines;
3. I will ensure that all the conformity assessment shall be fulfilled as desired by the concerned authority;
4. I will ensure that the GROWN IIN BHUTAN logo or mark is used for appropriate product without compromising the product quality and shall prohibit misleading or deceptive conduct or conduct that is likely to deceive or mislead;
5. I will cooperate with the BRAND BHUTAN Secretariat for the examination and inspection of the product;
6. I shall accept the decision of the Brand Bhutan Secretariat in regards to my accreditation and work thereon;

I hereby declare that all the information that I have provided in the application and during my successive appraisal is correct and accurate in the best of my knowledge, and I will keep my information up to date with any changes.

| | |
|---|---|
| _____ | _____ |
| Place and Date | Name and title<br>(Affix legal stamp) |