

# LABEL GUIDANCE



**IS YOUR LABEL RETAIL  
OR NON RETAIL?**

**RETAIL**

Labels on product that reach  
the final consumer as is

**NON RETAIL**

Bulk labeling or box  
containers, that do not reach  
the final consumer as is

**100% ORGANIC OR  
ORGANIC?**

**ORGANIC**

Must include the following as written or logo:  
"Certified Organic by: Primus Auditing Ops" or "Certified by: PAO" directly below the distributor information.  
§205.303.

Must identify each organic ingredient in the ingredient statement.

**100% ORGANIC**

Must include the following as written or logo:  
"Certified Organic by: Primus Auditing Ops" or "Certified by: PAO" directly below the distributor information.  
§205.303

Must display the production lot number, shipping ID or other information that links to the audit trail documentation.

Must indicate the term "Organic" on the label packaging (unless the retail labels packaged within the Non-Retail packaging have "Organic" visible)