



# BEST PRACTICES FOR SPLIT-OPERATION MARKETING

The purpose of this guide is to help organic producers and farmers' market managers better understand the best practices for marketing when operations sell both organic and non-organic product. VOF has developed this guide to show examples of compliant marketing practices, so as to avoid consumer confusion or deception. Clear, compliant marketing practices ensure a level playing field for all certified organic producers.



## 1. Clear Signage

Having clear, detailed signage is an important practice when selling both organic and non-organic product. In these situations, VOF recommends clearly labeling products as "organic" and "non-organic".

Remember, even phrases like "organically grown" and "organic practices" are considered an organic statement, and must either be certified or under exemption. Similarly, "organic but not certified" statements are considered misleading and noncompliant.

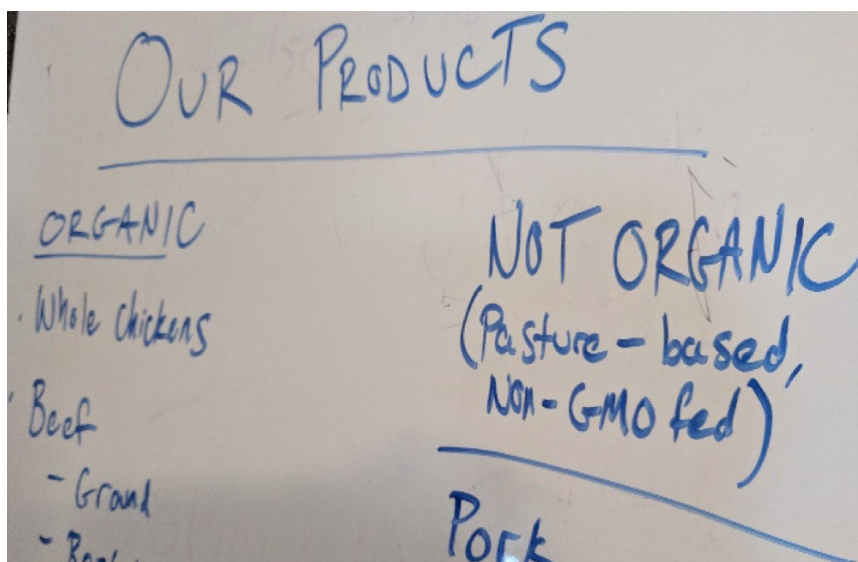
## 2. Use of the VOF Logo

Use of the VOF logo, the VOF metal sign, or the "Certified by..." statement is allowed when a farm sells only certified organic products. However, if a split farm uses the logo or "Certified..." statement, very clear labeling should be used to identify non-organic products. This could include individual labels on products that identify them as "organic" or "non-organic", or a display that lists organic and non-organic products; see next section.



### 3. List Non-Organic Products

The best way to clarify to customers which products from a split operation are organic or not is to provide a full listing of organic and non-organic products. Such a list will eliminate any potential for confusion by having some products labeled 'organic' and others bearing no descriptive label.



### 4. Talk to Your Customers!

In addition to signage and labeling, the best way to clarify your split farm status is to explain it to your customers. However, this cannot be the sole strategy employed as it is unreasonable to assume that a producer can speak one-on-one with every customer.

This is also an opportunity to explore if your customers are willing to support your transition to 100% certified organic.



**CLEAR, COMPLIANT MARKETING PRACTICES  
ENSURE A LEVEL PLAYING FIELD FOR ALL  
CERTIFIED ORGANIC PRODUCERS.**

Photos by Penni Rand & Vermont Organic Farmers. For more information about organic certification visit: [nofavt.org/vof](http://nofavt.org/vof)