

Savour NB Logo Use Criteria

The logo and brand use criteria will be reviewed and adjusted by the board of directors and Executive Director once they are in place and from time to time thereafter to reflect the organisation's values as well as market or consumer trends and relationship with the brand.

The following membership categories and criteria were used as a foundation to build the membership approval process. Prior to applying for the rights to use the logo and brand, any organization or individual should have been approved as a member.

** If membership is revoked, the rights to use the logo and brand are also automatically revoked.*

As a member, the use of the Savour NB logo and brand is at no charge!

Criteria to become a member include, at least the following elements:

- Individual, group, organisation, or business duly formed or recognized
- Produce, process, sell or promote New Brunswick food & beverages products
- New Brunswick based production/operations/facility/event (with headquarters in NB)

The following membership categories are considered:

- (A) Producers, Harvesters & Processors
 - Farmers (traditional, organic, CEA, etc.)
 - Aquaculture Operators
 - Seafood Harvesters or Fisherfolks
 - Breweries & Distilleries
 - Processed Food Businesses
 - Other Food or Beverage Producers, Processors or Harvesters
- (B) Retailers & Markets
 - Small & Large Grocers
 - Farmers Markets
 - Retailers Who Sell NB F&B Products
- (C) Hospitality & Tourism Operators
 - Restaurants & Bars
 - Hotels or Accommodations Operators
 - Tourism Attractions
 - Festivals, Events & Entertainment Venues or Organisers
 - Other Hospitality or Tourism Operators
- Ecosystem Support
 - Commodity Groups or Organizations
 - Producers/Processors Associations

- Local Food & Beverages Promotion Organisations
- Government & Para-governmental Organisations
- Service Providers, Industry Suppliers & Consultants

Once approval is granted, the Savour NB logo and brand can be used the following three ways:

- On product and packaging
- At point of sale
- Within promotion or marketing efforts

Follow these steps to apply for the right to use the Savour NB logo and brand:

1. Ensure your product, location, venue, or event fits within the defined criteria:
 - a. If you are a producer, harvester, or a processor, you should ensure your product falls within the consumer and industry approved definitions of New Brunswick food products.
 - b. If you are a retailer or market, you should ensure the location at which you would like to use the logo or brand fits within the defined criteria.
 - c. If you are a restaurant or an operator of a hospitality or tourism venue, attraction, or event, you should ensure the location or event for which you would like to use the logo or brand fits within the defined criteria.
2. Complete the online form ensuring you describe your product (including its ingredients, if applicable), your location or venue, your event, and/or the associated marketing materials as well as your intended use of the Savour NB logo and brand.
 - a. demonstrate how your product, location, venue, or event meets the criteria
 - b. identify how you intend to use the Savour NB brand assets
 - c. food processors, retailers and food service operators must also demonstrate that you source from vendors who meet the approved definitions of New Brunswick food products
3. If your product, location, venue, or event meets the criteria, you will be sent a logo agreement to complete and return.
4. You will then be sent a copy of the Savour NB logos as well as the brand guidelines and handbook.

The following criteria should be used to determine the right to use of the logo and brand to Savour NB members:

Member Type A - Producers, Harvesters & Processors

Consumer and industry approved definitions of New Brunswick food products:

** Note that the following definitions should be reviewed and adjusted by the board of directors and executive director in collaboration with the associated industry organizations and/or commodity boards, when applicable.*

Dairy

New Brunswick cheese, milk or dairy products

- More than 90% of the milk in New Brunswick cheese, milk, or dairy products is produced on New Brunswick dairy farms.
- Up to 10% of the milk used for processing in New Brunswick can be sourced from within Canada.
- The curds and whey must be produced in New Brunswick from New Brunswick dairy inputs, if applicable.
- Any identified secondary ingredients need to be grown and produced in New Brunswick (e.g., maple yogurt).

Eggs

- New Brunswick eggs must be laid in New Brunswick.

Fruits & Vegetables

New Brunswick fruits and vegetables

- New Brunswick fruit must be grown in New Brunswick.
- New Brunswick vegetables, including sprouts, microgreens and mushrooms, must be grown in New Brunswick.

Grains & legumes

New Brunswick grains and legumes

- New Brunswick grains and legumes must be grown in New Brunswick.

New Brunswick flour

- A majority (over 80%) of the final volume of the product must be grown in New Brunswick and 100% of the grain must be milled in New Brunswick.

Meats

New Brunswick beef, pork or lamb

- New Brunswick beef, pork or lamb will be born and raised in New Brunswick.
- New Brunswick beef, pork or lamb will be slaughtered, and further processed in a New Brunswick facility, when possible. Or, within Canada when New Brunswick facilities are not available.

Poultry

New Brunswick chicken or turkey

- New Brunswick poultry will be hatched from eggs laid in New Brunswick or from newly hatched chicks or poults which may be sourced from within Canada.
- These chickens or turkeys will then be raised in New Brunswick.
- New Brunswick poultry will be slaughtered, and further processed in a New Brunswick facility, when possible. Or, within Canada when New Brunswick facilities are not available.

Processed food products

- Processed foods includes food that has been cooked, canned, frozen, packed, blended or transformed from its natural state.
- More than 80% of the primary ingredient mix (weight or volume) must be from New Brunswick.
- Any primary ingredient must meet the individual New Brunswick foods definition.
- No non-New Brunswick ingredients may be included in the name of the product.

Wild Seafood

- New Brunswick wild seafood includes fish, shellfish, echinoderms, roe, and seaweeds, including freshwater and saltwater species.
- New Brunswick wild seafood has been caught, fished, or harvested in waters within or adjacent to the New Brunswick provincial borders.

Farmed Seafood

- New Brunswick farmed seafood (oyster, mussel, salmon, sturgeon, char, trout, other finfish, or shellfish) must be hatched, raised and processed in New Brunswick.

Specialty Foods

New Brunswick honey

- 100% of the product must be produced, extracted, and packaged in New Brunswick.

New Brunswick maple syrup

- 100% of the product must be collected, processed, and packaged in New Brunswick.

Beverages

New Brunswick Water

- New Brunswick water is sourced and bottled in New Brunswick.

New Brunswick Spirits and Distilled Alcohols

- New Brunswick spirits and distilled alcohols are distilled, blended, and bottled in New Brunswick.

New Brunswick Wines and Ciders

- More than 90% of the juice used to produce New Brunswick wines and ciders comes from fruits grown in New Brunswick.
- New Brunswick wines and ciders are fermented, blended, and bottled in New Brunswick.

New Brunswick Beers

- New Brunswick beer is brewed and bottled in New Brunswick.

New Brunswick Non-Alcoholic Beverages

- Non-alcoholic beverages include juices, teas, sodas, fermented beverages, or other flavored drinks that have been produced, brewed, blended, or transformed in New Brunswick. These beverages have also been bottled in New Brunswick.
- More than 80% of the primary ingredient mix (weight or volume) must be from New Brunswick.
- Any primary ingredient must meet the individual New Brunswick foods definition.
- No non-New Brunswick ingredients may be included in the name of the product.

Other New Brunswick food and beverage products

- Any food or beverage product that doesn't have a specific definition for the use of the Savour NB logo and brand will use 100% New Brunswick definitions (grown, born, raised, slaughtered, processed, transformed, and packaged in New Brunswick).

Member Type B - Retailers & Markets

The following criteria should be met to allow the right to use of the Savour NB logo and brand for retailers and markets:

** Note that the following criteria should be reviewed and adjusted by the board of directors and executive director in collaboration with the associated associations and stakeholders, when applicable.*

Farmers Markets

- Farmers Markets fit the definition established by the New Brunswick Department of Agriculture, Aquaculture and Fisheries and the New Brunswick Department of Health.

Grocers and Retailers Who Sell NB F&B Products

- Grocers and retailers wishing to use the Savour NB logo and brand as part of their overall promotion and marketing efforts or in general (not specifically for a product they sell) should have a strong focus on selling mostly New Brunswick products within their establishment. Each application will be evaluated individually by Savour NB on a case-by-case basis.
- Grocers and retailers wishing to use the Savour NB logo and brand to promote a specific product sold within their establishment, should refer to the definitions and criteria associated with that product and should apply for the right to use in collaboration with the producer or processor of the product.
- If the producer or processor has already been approved to use the Savour NB logo and brand for a specific product, the right to use the Savour NB logo and brand for the promotion and marketing of this product is automatically extended to the grocer or retailer selling this product.

Member Type C - Hospitality & Tourism Operators

The following criteria should be met to allow the right to use of the Savour NB logo and brand for hospitality and tourism operators:

** The following criteria should be reviewed and adjusted by the board of directors and executive director in collaboration with relevant industry associations, when applicable.*

Restaurants & Bars

- Restaurants and bars wishing to use the Savour NB logo and brand as part of their overall promotion and marketing efforts or in general (not specifically for a product or menu item they sell) should have a strong focus on serving mostly New Brunswick products and ingredients within their establishment and offer the following:
 - At least 30% of the food menu items (dishes) should qualify following the New Brunswick “processed food product” definition.
 - At least 15% of the total beer list must be New Brunswick beer.
 - At least 10% of the total wine list must be New Brunswick wines.
 - Some New Brunswick spirits, soda, juice, tea, and other beverage products.
 - Identify New Brunswick food and beverage products on their menu.
- The use of the Savour NB logo and brand to promote a specific product on a menu, should follow the definitions and criteria associated with that product. If the producer or processor has already been approved for a specific product, the right to use the Savour NB logo and brand for this product is automatically extended to the restaurant or bar that puts this product on their menu.
- For the use of the logo on menu next to specific dishes or multi-ingredient menu items, the “processed food product” definition should be used as the criteria.

Festivals & Events

- Festivals and events wishing to use the Savour NB logo and brand as part of their overall promotion and marketing efforts or in general (not specifically for a product or menu item they feature) should have a strong programming focus on celebrating or promoting New Brunswick food and beverage products. Each application will be evaluated individually by Savour NB on a case-by-case basis.

Hotels, Accommodations, Tourism Attractions, Entertainment Venues and Other Hospitality or Tourism Operators

- Hotels, accommodations, tourism attractions, entertainment venues and other hospitality or tourism operators that offer food or beverage services should follow

the restaurants and bars criteria. If the venue does not serve food or beverages, it can not use the Savour NB logo and brand.

Ecosystem Support Organizations

The following organizations can not be considered members of Savour NB, but can be partners in the promotion of the Savour NB mission, vision, values, members, and programs:

- Commodity Groups or Organizations
- Producers/Processors Associations
- Local Food & Beverages Promotion Organisations
- Government & Para-governmental Organisations
- Service Providers, Industry Suppliers & Consultants

Savour NB can, from time to time, for specific projects, programs, campaigns, events, or occasions grant the right to use its logo and brand to these organizations or individuals. This will be evaluated and granted on a case-by-case basis.