

ICS 65.020.01

CCS B 04



**NATIONAL STANDARD OF THE  
PEOPLE'S REPUBLIC OF CHINA**

**GB/T 19630.3-2011**

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**Organic products -- Part 3: Labeling and marketing**

有机产品 第3部分：标识与销售

**(English Translation)**

**Issued on: December 5, 2011**

**Implemented on: March 1, 2012**

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**Issued by: The General Administration of Quality Supervision, Inspection  
and Quarantine (AQSIQ)**

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## Foreword

"Organic Products" (GB/T 19630) is divided into four parts.

- Part 1. Production;
- Part 2. Processing;
- Part 3. Labeling and Marketing;
- Part 4. Management System.

This part is Part 3 of GB/T 19630.

This part was drafted according to the rules given in GB/T 1.1-2009.

This part shall replace the "Organic Products-Part 3. Labeling and Marketing" (GB/T 19630.3-2005).

Compared with GB/T 19630.3-2005, the main technical changes in this Part are as follows.

- The restrictions on the application of the type style, pattern and symbol that indirectly hint the product is organic product were added (see 4.2);
- The provision "they shall not mislead the consumers regarding the conventional products as the organic conversion products or organic conversion products as organic products" was added (see 4.3);

--Provisions on the words used in labeling were deleted (see 4.5 of 2005 edition);

--The provision that the export products shall be labeled in accordance with the foreign standards or the requirements of the foreign contract purchaser (see 4.7 of **2005 edition**);

--The relevant requirements on the organic product labeling by certification authority were deleted (see 5.1, 5.2, 7.2 and 7.3, as well as 5.1, 5.2, 5.3 and 8 of 2005 edition).

--The method that the calculation result of the percentage of organic ingredients is rounded was modified and changed to being rounded down, and the text description was revised into English letters (see 6.2, 6.3 and 6.4);

--The provision "the product labeled as 'organic' shall be added with the China organic product certification mark or the China organic conversion product certification mark, and its unique serial number, the name of certification authority or its labeling on the certificated product or its minimum selling package" was added (see 7.2);

--The provisions on the methods of applying China organic product/organic conversion product certification marks on the product or product package were added (see 7.3);

--The provision "When purchasing the organic products, the marketing vendor shall ask for the organic product transaction certificate" was added (see 8.2);

--The original provision "the products not meeting the labeling requirements stated in this Part of GB/T 19630 shall not be marketed as organic products" was deleted (see

#### **9.6 of 2005 edition).**

Please note that some contents of this Standard may involve patents; the issuance organization of this document shall not undertake the responsibility of identifying these patents.

This Part was proposed by the Certification and Accreditation Administration of the People's Republic of China.

Drafting organizations of this Part. China National Institute of Standardization, Organic

Food Development and Certification Center of China (OFDC), Registration Department of Certification and Accreditation Administration of the People's Republic of China, Certification and Accreditation Administration of the People's Republic of China, Beijing Entry-Exit Inspection and Quarantine Bureau, Standard and Law Center of the General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ), Beijing Continental Hengtong Certification Co., Ltd. and China Agricultural University.

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The previous edition of the standard replaced by this Part is.

--GB/T 19630.3-2005.

Organic Products-Part 3. Labeling and Marketing

## 1 Scope

This Part of GB/T 19630 specifies the general regulations and requirements on the labeling and marketing of organic products.

This Part is applicable to the labeling and marketing of those certified products that are produced according to GB/T 19630.1 or processed according to GB/T 19630.2.

## 2 Normative References

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendment) applies.

GB/T 19630.1 "Organic Products-Part 1. Production"

GB/T 19630.2 "Organic Products-Part 2. Processing"

GB/T 19630.4 "Organic Products-Part 4. Management System"

## 3 Terms and Definitions

For the purposes of this document, the following terms and definitions apply.

### **3.1 Labeling**

It is the indication of product in forms of written or printed words or graphics made on the product, the product package, the product tag or the expository materials companied with the product.

### **3.2 Certification Mark**

It is the combination of the proprietary symbols, patterns or symbols, patterns and words to certify that the production or process of the product complies with the organic standards and has passed the certification.

### **3.3 Marketing**

The activities, like wholesale, direct selling, sales exhibition, commission sale, distribution, retail or launching the products into market by other modes.

### **4.1 The organic products shall be labeled in accordance with the requirements of the relevant**

laws, regulations and standards of China.

### **4.2 Unless the meaning of expression of the term "organic" is completely unrelated to this**

Standard, the term "organic" or other words, patterns and symbols indirectly hinting that the

### **7.3 The organic/organic conversion product certification mark of China may be directly added**

onto the product or its minimum selling package in form of sticking or printing according to the product properties. As for the bulk or non-packed products as well as the fresh and living

animal products, the copies of the China organic product certification mark and the certification certificate shall be displayed at proper place. The processing raw materials that are not retailed directly may not be added with the certification mark.