

QP6: BIM CQA LOGO MANAGEMENT



Purpose

This procedure outlines how the new BIM CQA Logo (above) is issued to certified clients and how its use is monitored and policed. It is understood that the BIM CQA Programme is largely designed to be a business to business communication tool and not a business to consumer. Historically, previous use of the old BIM CQA logos was minimal but is now superseded by this new procedure, which remains based on a non-consumer facing logo. There is no industry or market use of the old CQA Logos.

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1. Method

Application

Certified BIM CQA Clients must apply to the BIM CQA Programme Lead to request use of the BIM CQA Logo via email (cqa@bim.ie). The Client will then become a Logo Licensee and must abide by a License Agreement. The BIM CQA Logo and/or Claim can be used **only** in connection with products (not on consumer facing packaging) originating from Certified BIM CQA Farms and Processing Units.

All uses of the BIM CQA Logo and/or Claim on bulk packaging and marketing materials (such as advertisements, web pages, collateral materials, POS materials, and video footage) must be reviewed and approved by the BIM CQA Programme Lead in advance of printing and publishing. The BIM CQA Programme Lead will explain the type and extent of use of the Logo to the Applicant.

The BIM CQA Programme Lead will inform the relevant Certification Body of the type and extent of use of the BIM CQA Logo by the Certified Client.

1.1. Percentage of Certified Product

The CQA Scheme Requires that at least 95% of the total seafood ingredient within a product is of certified origin in order for the scheme's logo to be utilised, prior to application. Where there is less than 95% of certified material used, the percentage of certified product must be stated and the CQA logo cannot be utilised.

2. Monitoring

The relevant CB will be responsible for monitoring the use of the BIM CQA Logo during audits. The CB will record the type and extent of use of the BIM CQA Logo. The CB will report any misuse of the BIM CQA Logo to the BIM CQA Programme Lead.

The BIM CQA Programme Lead will routinely check retail establishments in market areas where the Logo is declared as being used.

The Logo Licensee shall promptly notify the BIM CQA Programme Lead in writing if it decides to discontinue use of the BIM CQA Logo. Subject to strict compliance with these Terms and Conditions, the Logo Licensee may resume use of the BIM CQA Logo upon written notice to the BIM CQA Programme Lead.

3. Corrective Actions

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BIM CERTIFIED QUALITY AQUACULTURE PROGRAMME

Any unauthorised or improper use of the BIM CQA Logo by the Logo Licensee will constitute a breach of the License Terms and Conditions.

The BIM CQA Programme Lead shall be briefed of any such breach identified by the CB.

Upon any such breach, the Logo Licensee will immediately cease use, distribution or display of any materials or packaging in breach of these Terms and Conditions, and BIM reserves the right to take any action it deems appropriate to safeguard the integrity and goodwill associated with the BIM CQA Logo.

The BIM CQA Programme Lead will be responsible for liaising with the Logo Licensee until the use of the BIM CQA Logo is corrected or the use of the Logo is discontinued.

4. Reports

The BIM CQA Programme Lead will produce and maintain an annual Logo Monitoring report using sub-reports from:

1. Certification Body(s)
2. Certified Clients
3. Any Complaint / Corrective Action Records

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AMENDMENT LOG

DATE	ISSUE	AMENDMENT	AMENDED BY
08/2017	1.1	Clarify the responsibility in Logo monitoring management.	Vera Flynn
04/2018	1.2	Clarify the primary responsibility of BIM in Logo approval and management. New procedure which is based on the new non-consumer facing BIM CQA logo	Vera Flynn

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