

# NKG BLOOM CLAIMS POLICY

Version 1.0 - February 2021

## 1 Objective

NKG BLOOM Claims policy is intended to: 1) provide support to our stakeholders to formulate, substantiate and communicate claims directly related to the implementation of NKG BLOOM and selling of NKG BLOOM coffees, and 2) use claims correctly to maintain NKG BLOOM’s credibility.

## 2 NKG BLOOM Claims

### 2.1 Allowed claims

The following text claims and the use of the logo are only allowed off-product; they can be used in materials other than the final coffee product packing, e.g., websites, brochures, reports, newsletters, presentations. Claims on-pack are NOT allowed.

For NKG export companies the NKG BLOOM logo is allowed to be used in the coffee bags for export.

**CLAIM 1:** NKG BLOOM is an innovative approach in the sector that offers farmers a holistic service package, enabling farmers to improve their livelihoods by reaching their full potential

**CLAIM 2:** Within NKG BLOOM supply chains key social and environmental issues are identified and farmers receive support to tackle priority challenges

**CLAIM 3:** NKG BLOOM coffees are traceable to farmer groups

### 2.2 Entities that can use NKG BLOOM claims

Entity	Pre-condition
NKG export company	Accreditation from the NKG BLOOM Advisory Board to become an NKG BLOOM origin
NKG import company	No pre-condition applies. NKG import companies can use the above claims to promote the selling of NKG BLOOM coffee at any time
Buyer (Roaster)	An NKG BLOOM coffee purchasing contract with and NKG export/import company
Other stakeholders	A formal partnership established with any NKG company or NG to implement NKG BLOOM

- Buyer (Roaster) and other stakeholders that wish to use the NKG BLOOM logo shall request it to [sustainablebusiness@nkg.coffee](mailto:sustainablebusiness@nkg.coffee). An answer with the logo and instructions for its use will be provided in 5 working days.

- Any direct claim, statement or reference made to the name NKG BLOOM or the logo that is not in line with the respective rules outlined in this Claims Policy will be regarded as “unauthorized”.
- Whenever an entity wishes to use any of the 3 allowed claims in another language, the entity shall follow the same procedure as outlined in [3. Process for allowing exceptions](#)
- Buyers (Roasters) can also use the information in the NKG BLOOM Portal (<https://trace.nkgbloom.coffee/resources>) like the farmer stories and one-pager NKG BLOOM per country of origin to support their communications.

### 3 Process for allowing exceptions

For the use of specific text claims or the use of the three allowed claims in other languages entities complying with the preconditions in [2.2 Entities that can use NKG BLOOM claims](#) shall contact NG Sustainable Business Unit (SBU) for approval as follows:

1. Entity sends an email to NG SBU [sustainablebusiness@nkg.coffee](mailto:sustainablebusiness@nkg.coffee) including the proposed statement
2. NG SBU provides a response within 5 working days. If approved, proceed with use. If not, adjust the text as necessary and re-submit. NG SBU will provide a response within 5 working days
3. If approved, approved use will be recorded to the approved uses lists on the NKG BLOOM website

Any claims which do not directly reference NKG BLOOM are not subject to approval.

### 4 Claims information in contracts

NKG BLOOM coffee contracts between an NKG exporter or NKG importers with customers shall include either this NKG BLOOM Claims Policy as an annex or a paragraph in the contract outlining the text of this Claims Policy. Any partnership between an NKG company or NG holding with another party related to NKG BLOOM shall include the NKG BLOOM Claim Policy.