



VEGAN CERTIFICATION

INTRODUCTION



Vegan Australia

Registered as a charity by the ACNC

ABN 21 169 219 854

www.veganaustralia.org.au

Contact

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vegan
AUSTRALIA
Love life, live vegan.



Global conscious consumers are a rapidly growing and passionate customer segment.

They care about:

- Sustainability & climate change
- Health & healthy lifestyles
- Animal suffering



“ Over 2 million Australians have a diet that is all or almost all meat-free and over half Australian adults are eating less red meat. ”

ROY MORGAN, AUGUST 2016

Millions of people are choosing a plant-based lifestyle to improve health outcomes, reduce animal suffering and promote sustainability.





Globally conscious customers today expect brands to play a part in a better future.

Give back

Brands are expected to support the communities they operate in.

Be sustainable

Brands should contribute to a sustainable future.


Be part of the solution

Brands are active in the transition to a better way.

Be advocates for change

Consumers want brands to be active in advocating their values.





**Brands that can align
authentically with
consumers will reap
customer loyalty.**



**“ The Vegan Australia Certified program makes it much
simpler for people wanting to make ethical choices. ”**

JESSICA BAILEY, FOUNDER OF CRUELTY FREE PANTRY



Certification builds trust

The Vegan Australia Certified program sets the standard for authentic vegan food and products in Australia.

Certification provides:

- Proof that products meet consumer expectations.
- An endorsement of an independent trusted 3rd party.
- Evidence that the product supports the vegan industry.
- Support to product marketing & sales teams.

“ Certification gives our customers confidence we meet the highest standards for vegan products. ”

JONATHAN LORD, CEO, WINEMAKING TASMANIA

**“Vegan Australia
certification gives our
customers proof that we
care about a better future.”**

WARREN AND KAREN STRATTON,
OWNERS OF SCANDINAVIAN CONE COMPANY



The certification standard

For products to bear the Vegan Australia Certified logo they must meet the following standard:

- The product must not contain any ingredients derived from animals.
- Animal products must not be used in the manufacturing process.
- The product and its ingredients must not be tested on animals by the manufacturer or a related entity.
- Any ingredient that may be of animal origin must have a traceable supply chain.
- Reasonable steps must be taken to minimise cross contamination.

This standard covers both manufactured vegan products and vegan menu items in restaurants.

Certification helps both
vegan businesses &
non-vegan businesses
promote their
vegan products.



“ We validated the assessment and certification of a range of global vegan bodies and have decided to work with Vegan Australia as their process and rigor was the best we found and they are a recognizable and trusted certification body. ”

SIMON HAGUE,
Director, TCCF & Beverage Systems APMEA, Kerry





Benefits of certification

Vegan Australia Certified products receive the following benefits:

- Ability to include the certified logo on product packaging.
- Use of the certified logo on company website, social media, marketing materials, menus, etc.
- Use of the certified logo on trade presentations and information.
- Ability to claim being Vegan Australia Certified in articles, website copy, social media and trade materials.
- A listing on the veganaustralia.org.au website.
- Promotion in the Vegan Australia email newsletter.
- Promotion of certified products across Vegan Australia's social media assets.

In good company

There are more than 2000 vegan approved products in use today.

These include food, beverage, cleaning, body and pet food products, as well as a range of menu items.

Our partners include:



Certification costs

An annual licence fee is charged to certify products and to licence the Vegan Australia Certified trade mark. The fee is based on the total expected gross annual sales value of all your certified products combined.

The annual fee is \$150 plus \$100 for every \$100,000 (or part thereof) of this total sales value. The fee covers an unlimited number of products.

Products are certified for one year, after which certification must be renewed.

There is also a one-off \$100 application fee.



“Certification was a straightforward process and great value for money.”

CHRIS BONELLO, EXECUTIVE CHEF, ZAGAME'S HOTELS



The certification process

Becoming certified is easy. Follow these steps:

1. Firstly, become familiar with the certification standard.
2. Complete the application form and email it to Vegan Australia.
3. Our certification team will review your application and check each submitted product against our standard. We may request further information.
4. If products are compliant with the standard, we will forward to you a licence agreement and invoice for the licence fee.
5. The applicant will then be issued with a certificate of registration.

Our standard and application forms are published on our website...

veganaustralia.org.au/get_certified

The image shows a close-up of a computer monitor. On the screen, the word 'vegan' is written in a large, green, lowercase sans-serif font. Below it, the word 'AUSTRALIA' is written in a smaller, green, uppercase sans-serif font. Underneath that, the tagline 'Love life, live vegan.' is written in a green, italicized sans-serif font. The monitor is a silver Apple iMac, and a white keyboard is visible in front of it. The background of the slide is a solid green color.

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Love life, live vegan.

About Vegan Australia

Vegan Australia is a national organisation that informs the public about animal rights and veganism and also presents a strong voice for veganism to government, institutions, corporations and the media.

Vegan Australia envisions a world where all animals live free from human use and ownership. The foundation of Vegan Australia is justice and compassion, for animals as well as for people and the planet.

Vegan Australia is a legally incorporated registered non-profit charity. It is independent of other organisations.

“ Being Vegan Australia Certified aligns with our commitment to quality and our passion for vegan consumers. ”

AMEET'S HOMESTYLE, CREATORS OF MAMAJI'S



Contact us

We welcome any queries about the Vegan Australia Certified program. Please contact:

Ken Goldstein

Vegan Australia Certified



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certification@veganaustralia.org.au

Information and application form:

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