



# PRESS RELEASE

27 April 2021

## New GGN Label

### A Cross-Category Consumer Label to Make Responsible Farming Visible

Cologne, Germany (27 April 2021) – GLOBALG.A.P. c/o FoodPLUS GmbH launched its consumer-facing initiative, the GGN label, during an online event on 27 April. International stakeholders from the agriculture and retail sectors were invited to the unveiling event during which GLOBALG.A.P. experts presented the new GGN label. GLOBALG.A.P. also announced that the new GGN label can now be applied to fruit and vegetables as well. Unlike the previous GGN labels, which were specific to aquaculture and floriculture products, the new GGN label is a universal, cross-category label.

### The GGN Label – “All in One”

Since consumers have one shopping list and are looking for consistent orientation across different product categories, GLOBALG.A.P. c/o FoodPLUS GmbH has decided to move from two scope-specific labels to one uniform label for all categories. The new GGN label stands for certified, responsible farming and transparency. Available for both packed and loose fresh products, the new label is available to producers, retailers, traders, packers and restaurant chains starting April 2021.

“Transparency is at the heart of the GGN label. We help consumers to discover the roots of their products while helping the businesses who practice and support responsible farming showcase this. Together we’re taking transparency to the next level”, says Kristian Moeller, Managing Director at GLOBALG.A.P. c/o FoodPLUS GmbH.

### The 5th Anniversary of the GGN Label

GLOBALG.A.P. c/o FoodPLUS GmbH introduced its consumer-facing initiative, the GGN label, five years ago. It was first launched in 2016 for aquaculture products, followed by floriculture products in 2017. Now in 2021, fruit and vegetables are also included. All products with the GGN label come from a farm whose production process has been independently certified according to international GLOBALG.A.P. standards or one of the standards that is recognized by GLOBALG.A.P. as equivalent. These standards are holistic in nature and cover food safety, sustainability, environmental protection, animal welfare, workers’ health and safety, and supply chain transparency. All these aspects of responsible farming come together under the GGN label, which provides transparency through unique 13-digit identification numbers that are linked to supply chain actors with GLOBALG.A.P. certification. These GLOBALG.A.P. Numbers correspond with profiles on the GGN label portal ([www.ggn.org](http://www.ggn.org)), allowing consumers to find the roots of their product. 576 farm profiles are already online. Click here to learn more about the GGN label:

[https://www.globalgap.org/uk\\_en/GGN-Label/](https://www.globalgap.org/uk_en/GGN-Label/)

## About GLOBALG.A.P.

GLOBALG.A.P. is a leading global certification program whose mission is to bring farmers and retailers together to produce and market safe food, to protect scarce resources, and to build a sustainable future.

[www.globalgap.org](http://www.globalgap.org)

**Contact:**

GLOBALG.A.P.

c/o FoodPLUS GmbH,

Leonie Fischer

[fischer@globalgap.org](mailto:fischer@globalgap.org).