



## The Real Bread Loaf Mark

The Real Bread Campaign has created The Real Bread Loaf Mark for baker business owner to give your customers *your own* at-a-glance assurance that 'this is Real Bread.'

In order for The Loaf Mark to be a meaningful and trustworthy symbol, its integrity must be protected. For this we rely on the assistance and agreement of participants in the scheme.

### 1) AGREEMENT

I agree that my company/organisation will only use The Loaf Mark to communicate *our own* assurance that a loaf is *what the Campaign calls Real Bread* in accordance with the following:

- It will only be used in association with or reference to loaves that match the Campaign's definition of Real Bread, as laid out in the Schedule.
- The Loaf Mark will not be used to claim (or in a way that could be inferred to mean) that any other products on offer are Real Bread.
- It will only be used in the form set out in the Schedule.
- I will not state or imply that my use of The Loaf Mark is an award, endorsement, certification or accreditation from the Real Bread Campaign, or that I am a Campaign member or supporter.\*
- If a product no longer meets the relevant criteria (e.g. due to a change in recipe) all association between The Loaf Mark and it will be discontinued immediately.
- The copyright and other intellectual property rights in the logo shall remain property of Sustain.
- This agreement is valid for 12 months from the date of signature, after which the license to use The Loaf Mark ends. If I wish to continue using The Loaf Mark after this date, I will renew this agreement and pay the relevant fee.
- If using the sourdough version of The Loaf Mark, I further agree only to do so in association with or reference to genuine sourdough, as defined in the Schedule.

I understand that any alleged misuse of The Loaf Mark will be investigated by the Real Bread Campaign.

Signature\*\*:

Print name:

Position:

On behalf of (company/enterprise):

Date:

### The business' annual turnover

Please tick one box.

(We will only use this information to determine the relevant admin fee or waiver and promise not to share it with anyone)

Up to £85,000

Between £85,001 and £250,000

Between £250,001 and £1,000,000

More than £1,000,000

Please email a copy of this side of your completed form to [realbread@sustainweb.org](mailto:realbread@sustainweb.org)  
Please remember to keep a copy of the completed form for yourself.

\*The Campaign isn't a membership organisation but we encourage supporters of our charity's work to use our 'Proud to support..' device for letting the world know.

\*\* If emailing this form, typing your name in the 'signed' line can be taken as an electronic version of your signature.

We try to process applications once a week, when we will send an acknowledgement and details of the relevant admin fee. We will then send you The Loaf Mark artwork after we receive payment.

## 2) SCHEDULE

### Real Bread definition

The Campaign defines Real Bread as made without the use of any processing aid (as defined in the UK by The Food Labelling Regulations 1996) or other additive (as defined in the UK by The Miscellaneous Food Additives Regulations 1995) of any kind.\* It may be unleavened or leavened using baker's yeast or a sourdough starter.

This definition allows the use of natural food ingredients in addition to flour, water and salt but excludes the use of:

- Flour containing any additive, other than any added as so-called 'fortificants' if their addition is mandatory where you make and sell your loaves.\*\*
- Chemical leavening e.g. baking powder / soda.
- Ingredients that have been produced with the use of any additive or processing aid.

\*Or by the national and local regulations/laws that apply where you make and sell your loaves.

\*\*In Britain, for example, The Bread and Flour Regulations 1998 require that iron, thiamin, nicotinic acid / nicotinamide, and calcium carbonate be added to most UK-milled flour.

### Sourdough definition

The Campaign defines sourdough as Real Bread (see above) leavened only by a starter (aka mother, leaven etc.) cultured from yeasts and lactic acid bacteria naturally present in flour, and without the use/addition of:

- Any other souring agent or sourdough flavouring e.g. vinegar, yoghurt, lactic acid, acetic acid or dried sourdough powder.
- Baker's (aka commercial, monocultured and factory) yeast or other leavening.

### Guidelines

1. You may use The Loaf Mark in relation to the business/organisation as a whole (e.g. on a website home page, sign, poster or other marketing material) *only* if all loaves available match The Campaign's definition of Real Bread.
2. If you also offer loaves that don't match The Campaign's Real Bread definition, then you must make it absolutely clear to which product(s) The Loaf Mark applies.
3. As use of The Loaf Mark is subject to annual renewal, you may only use it on ephemera, i.e. printed and electronic matter. You may not use it on buildings, vehicles etc.
4. The Campaign reserves all rights of using its name, logos and devices on aprons, t-shirts and other clothing, therefore you cannot print your own using The Loaf Mark.
5. Please direct any request from a third party (e.g. a stockiest/wholesaler/retailer, event organiser, market manager, local media) for a copy of Loaf Mark artwork files to The Campaign. You must not forward a copy yourself.

### Specifications

1. You shall only use The Loaf Mark in the format provided by The Campaign and not alter its content or colours. You may change the dimensions but only if you maintain the aspect ratio i.e. you must not distort the image.
2. For print, you must only use the high resolution (300dpi) version of The Loaf Mark.
3. For online publication (e.g. website, blogs etc.), you may only use the low resolution (96dpi) version of The Loaf Mark.

4. You must only use a cutout version of The Loaf Mark on a plain, contrasting background – i.e. the black version on white/a pale colour, and the white version on a dark colour.

Full details of the scheme [www.sustainweb.org/realbread/real\\_bread\\_loaf\\_mark/](http://www.sustainweb.org/realbread/real_bread_loaf_mark/)

The Real Bread Campaign is part of the food and farming charity Sustain (no. 1018643) and funded by private donations and annual contributions from supporters.