

SEAGREENS® CERTIFIED INGREDIENTS

SUMMARY

TERMS & CONDITIONS OF INGREDIENT SUPPLY & ACCEPTANCE

Seagreens® Certified Ingredients are the finest in their category. These terms and conditions cover their purchase, delivery and use. They authorise and require our customers to use the Seagreens® trade mark to distinguish the Seagreens® ingredient in their products. The Seagreens® trade mark is registered throughout the EC and USA with applications pending elsewhere. Customers using the trade mark are referred to as Brand Partners.

Brand Partners benefit from:

- **Media, retailer, consumer and regulator confidence in the ingredient**
- **Corporate participation in scientific research and intellectual property through membership of Seagreens Health Foundation**
- **Extended security on price and supply**
- **Technical support and regulatory approvals for NPD**
- **Marketing and media information and image library**
- **Additional brand PR and promotion of your products**

RATIONALE

WHY IS SEAGREENS A BRANDED INGREDIENT?

When Seagreens® entered the UK market in 1998 there was non-organic, farmed Japanese seaweed and cheap kelp for iodine supplements. Most consumers and the media had little idea of the broad nutritional value and health benefits of daily dietary seaweed. Even today, most available seaweed is the product of industrial scale harvesting or small scale artisan production - whose quality is unlikely to pass regulatory scrutiny.

In 10 years Seagreens® has raised the value of European seaweed from a commodity by-product of industrial scale harvesting to a trusted food ingredient for the general population.

In 2008 the Government funded research which has recommended Seagreens® as a natural whole food replacement for salt in manufactured foods. Its nutritional benefits in everyday food are the subject of an ongoing research programme.

Our customers are part of these exciting developments and will themselves benefit through co-operation on NPD, applied research, the resulting intellectual properties and regulatory approval.

It is therefore vital to uphold the value of the Seagreens® brand and clearly differentiate it from inferior seaweed. In 2004 the FSA banned Hijiki because it contained too much arsenic. The dioxin levels in an Irish seaweed were rejected by the FSA in 2009.

This is why we ask you to distinguish the Seagreens® Certified Ingredient in your product by its brand name, and for no other reason.

20% of all Certified Ingredient sales is donated to Seagreens Health Foundation for research and education.

Seagreens® Certified Ingredients, Warren Virgate, West Sussex RH13 6PD
Tel 01444-400403 Email post@seagreens.co.uk