

LEGAL NOTICE



Media owner and manufacturer: Agrarmarkt Austria Marketing GesmbH

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1 THE PASTUS[⊕] LABEL

The trademark protected pastus[⊕] label may only be used in the specified shape, colour and design.

1.1 STRUCTURE OF THE PASTUS[⊕] LABEL

pastus[⊕]

and



pastus	The Latin word "pastus" means "fodder" or "feeding" and means the supply of farm animals with safe and high-quality feed.
The plus ⊕	The plus (⊕) symbolizes the requirements in the pastus [⊕] system that go beyond the legal provisions.
AMA-Gütesiegel tauglich	Compliance with the module "AMA Quality Seal" and the negative list of feed materials prohibited by the AMA Quality Seal is indicated by the addition "AMA-Gütesiegel tauglich".

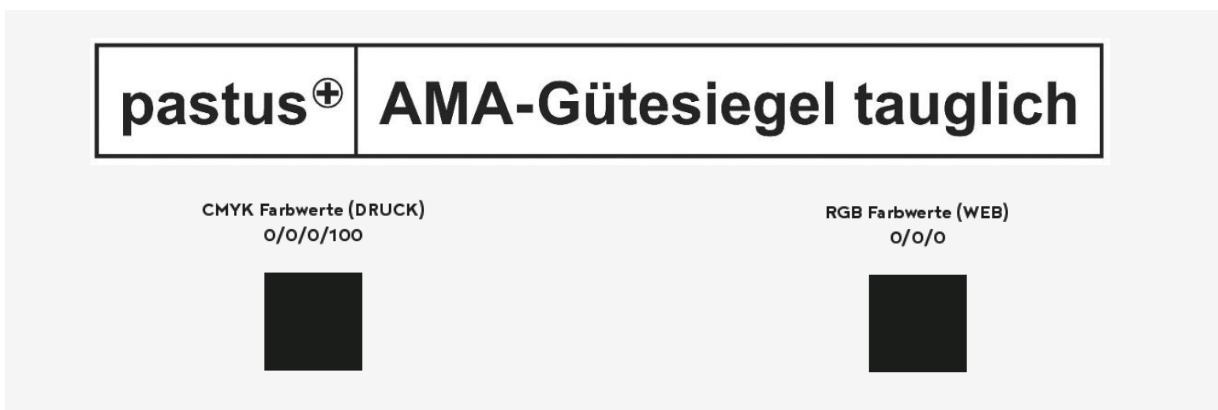
USE OF PASTUS[⊕] LABEL

1.2 CORRECT DEPICTION

The pastus[⊕] label must be used in the colour variant brown or black.

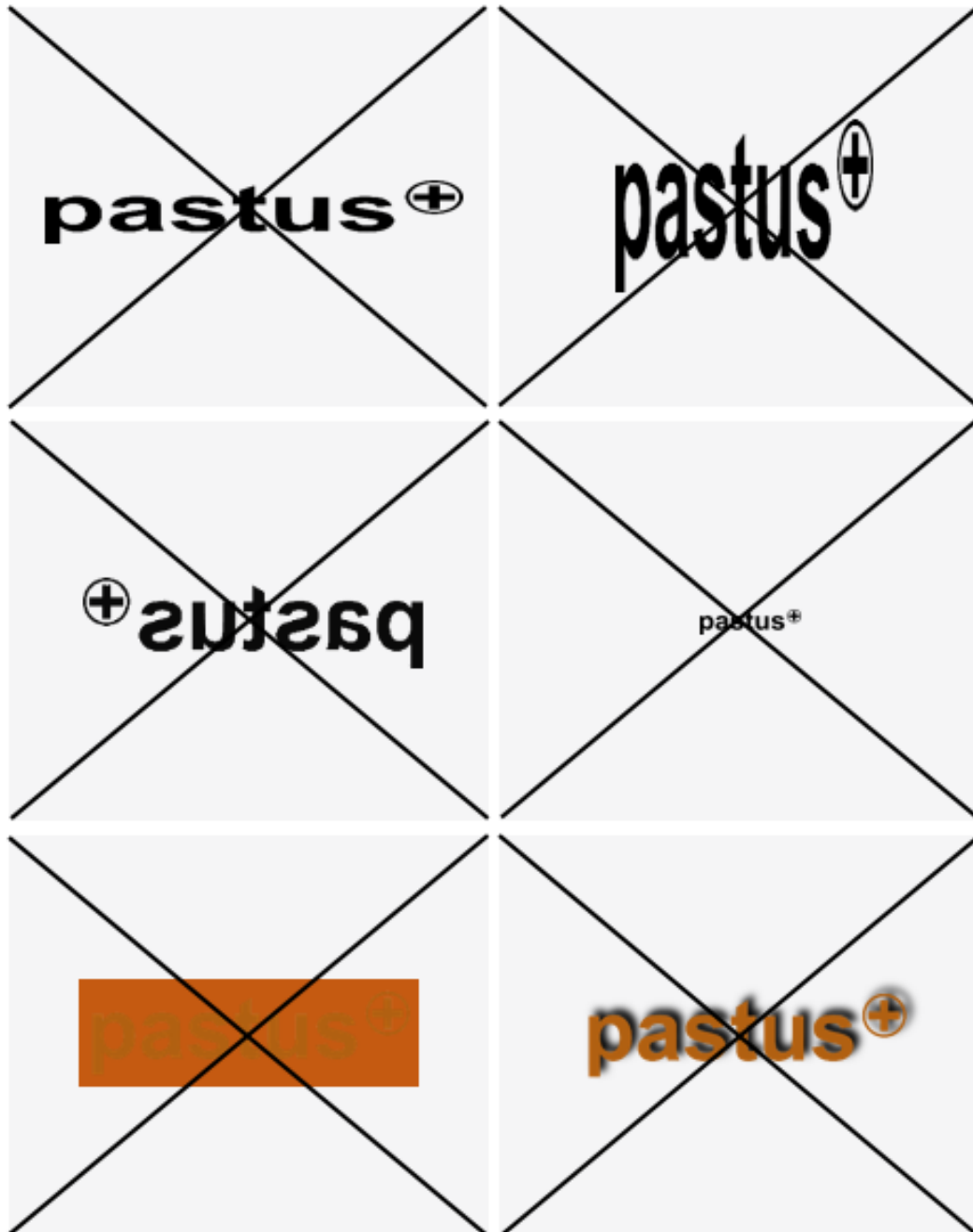


The label pastus[⊕] AMA-Gütesiegel tauglich is to be used in black.



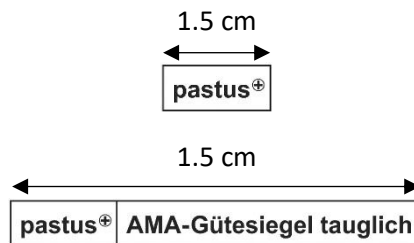
USE OF PASTUS[⊕] LABEL

Hardly legible, distorted or too small representations of the pastus[⊕] label are not permitted.



USE OF PASTUS[⊕] LABEL

A minimum size of 1.5 cm is recommended for displaying the pastus[⊕] label. A minimum size of 5.5 cm is recommended for the pastus[⊕] AMA-Gütesiegel tauglich label.



2 USE OF LABEL

Prerequisite for the right to use the pastus[⊕] label is a true contractual relationship (licence agreement) with AMA-Marketing, compliance with all requirements of the AMA Feedstuffs Guideline pastus[⊕] or that guideline according to which the licensee is certified and a true certification. Licensees receive the label from AMA-Marketing upon request.

Foodstuff labelling

The label "pastus[⊕] AMA-Gütesiegel tauglich" is to be used for labelling of feed which is delivered to farmers in the AMA Quality Seal programme and which meets the requirements of the additional module "AMA Quality Seal". If, for technical reasons, the label cannot be used for identification purposes, it must be marked with the words "pastus[⊕] AMA Gütesiegel tauglich".



Feedstuffs which contain components from the negative list of feed materials prohibited by the AMA Quality Seal and are not sold to farmers in the AMA Quality Seal programme can be labelled with the pastus[⊕] label.



Feedstuffs which are not correctly labelled with "pastus[⊕] AMA-Gütesiegel tauglich" or "pastus[⊕]" may not be marketed as pastus[⊕] goods.

Advertising activities

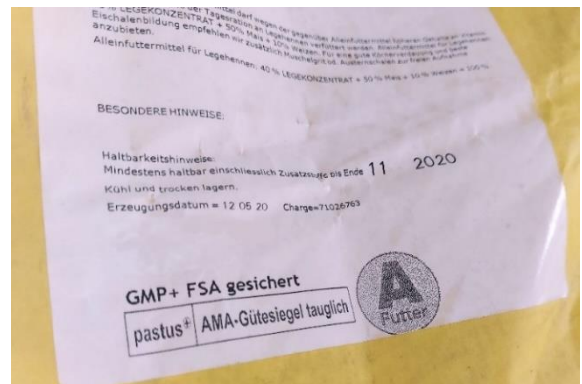
The pastus[⊕] label can be used for advertising activities such as flyers or posters. The pastus[⊕] label is also available for use on the homepage or for display on transport vehicles.

pastus[⊕]

2.1 USE OF LABEL FOR FEEDSTUFFS

When designing feed packaging and advertising measures with the pastus[⊕] label and "pastus[⊕] AMA-Gütesiegel tauglich" the following must be observed:

- The labels are to be used in the specified shape, colour and design (see chapter (1)). The integration of or inclusion in other labels is not permitted.
- The labels must be affixed to the packaging in such a way that they are clearly visible to consumers at first glance.
- On product packaging and in advertising measures (e.g. flyers, advertisements) the labels must be displayed in such a way that any deception of the customer about the services is avoided.



Example of combined labelling of feedstuffs

When labelling pastus[⊕] feedstuffs, it is mandatory to indicate the label or the writing on the accompanying documents such as delivery note or invoice. The labelling must be indicated on the accompanying documents for each article. If the symbols are used in the header or footer of the accompanying documents (e.g. invoice), pastus[⊕] feedstuffs only may be mentioned on the accompanying documents in order to avoid misleading the buyer. In addition, in case of packaged feedstuffs, it is recommended to provide them with the label or the writing on cartons, tags or bag presenter. If already packaged feedstuffs are purchased from participants in the pastus[⊕] system

who are not yet labelled with pastus[⊕] on the bag presenter or tag, traders are allowed to mark the feedstuffs with the labels on the delivery note and/or invoice.

Recognised licensees may use the labels only in combination with the labelling required by the relevant guidelines of the standard operator under which the licensee is certified.

2.2 USE OF SIGNS IN EXTERNAL COMMUNICATION

In order to consolidate the confidence of farmers and feed business operators in feed bearing the pastus[⊕] label, the following points must be observed when communicating in advertising media such as flyers, posters, social media channels and websites:

- The pastus[⊕] label is used for product identification. Therefore the use of the pastus[⊕] label in advertisements is only allowed for pastus[⊕] feedstuffs. In the course of the advertisement it must always be clearly evident which concrete feedstuffs are certified pastus[⊕]. Under no circumstances should the impression arise that other (non-pastus[⊕]) feedstuffs also bear the label.
- The advertised pastus[⊕] feedstuffs have to be identical with the feedstuffs sold.
- The advertising of feedstuffs must not suggest that the use of the pastus[⊕] label by the advertising company is exclusive to this company, because the pastus[⊕] label is open to all (potential) participants. For this reason, no company may give the impression of an exclusive right of use when advertising the pastus[⊕] label.
- The use of the pastus[⊕] label on trucks or tankers requires the approval of AMA-Marketing. Consent may be given if
 - a large part of the feedstuffs of the respective feed business is produced, traded or transported in pastus[⊕] quality
 - the pastus[⊕] label is associated with the pastus[⊕] licensee (e.g. in combination with the name of the feedstuffs business)
 - throughout the year mainly pastus[⊕] feedstuffs are transported by marked trucks or tankers.



Marking of transport vehicles

USE OF PASTUS[⊕] LABEL

- The pastus[⊕] label stands for high quality, feed safety and independent controls. To ensure the credibility of the pastus[⊕] label, no actions should be taken which could devalue the pastus[⊕] label.
- Labels which bear a similarity to the pastus[⊕] label and could therefore mislead the customers may not be used.
- AMA-Marketing develops coordinated messages for the pastus[⊕] label to inform farmers about the benefits of the pastus[⊕] system. It is welcomed when feed businesses communicate relevant content to their customers (e.g. pastus[⊕] posters).

3 APPROVAL PROCESS

The pastus[⊕] label is to be regarded as an unchangeable trademark.

Information and communication campaigns with the pastus[⊕] label have to be coordinated with AMA-Marketing before printing or online activation. This should help to avoid misleading customers and subsequently costly production errors. Objections in the course of the pastus[⊕] audit can be prevented in this way.

With these measures the uniform use and recognisability of the pastus[⊕] label should be ensured. We are pleased that you want to use our pastus[⊕] label.