

Applying for the Blue Ridge Naturally™ Seal

ELIGIBILITY CRITERIA:

For raw ingredient producers:

- All raw cultivated ingredients are grown in the 23 counties of Western North Carolina.
- No GMO, synthetic, or artificial inputs or processes are used in the growing process. *Note: The BRN™ brand follows US Department of Agriculture National Organic Program (USDA NOP) guidelines for allowed inputs for agricultural products.*
- All wildharvested products are sustainably sourced and verified grown in Southern Appalachia.
- All cultivated products are either USDA NOP certified organic or the grower is trained in Good Agricultural Practices (GAP).
- All raw botanical ingredients have had their taxonomic identity scientifically confirmed with vouchers deposited at a BRN™ approved repository site for traceability.

For value-added producers producers of tinctures, supplements, body care, household or pet care products, functional food or beverages:

- The trade branded company either manufactures or is headquartered in the 23 counties of Western North Carolina and has completed training in Good Manufacturing Protocols (GMP).
- All raw botanical ingredients in value added finished products meet the above natural standards criteria for raw ingredient producers or the company has made documented efforts to improve sourcing of traceable ingredients from Western North Carolina.
- The company excludes items on the Whole Foods Market and Skin Deep Unacceptable Ingredients lists for inactive ingredients in BRN™ product(s).
- The company has received no FDA GMP warning letters or other state or federal quality violations in the past year for its BRN™ product(s).
- **CHECKED (✓) BRN SEAL:** The BRN™ product is tested annually by a BRN™ recognized third party testing laboratory to ensure no microbial, metals, and pesticides toxicity per FDA or EPA limits.
- **CHECKED (✓) BRN SEAL:** The BRN™ product's potency and/or bio-marker claims, if any, are tested annually by a BRN™ recognized third party testing laboratory.

Download an application at
www.blueridgenaturally.org

Seal the Difference



ARE YOUR NATURAL PRODUCTS...

...made or grown in the 23 counties of
Western North Carolina?

...made or grown using best agricultural
and manufacturing practices?

...traceable and testable for purity and
potency?

Then you can apply to
carry the Blue Ridge
Naturally™ seal.



Smart consumers know that products with the Blue Ridge Naturally™ seal are safe, traceable and sourced from Western North Carolina, a region of distinction in the natural products industry.

The seal emphasizes your product's local origin and superior quality and your company's affiliation with Western North Carolina's emerging natural products industry. The Blue Ridge Naturally™ web traceability module assures customers of your authentic ingredient sourcing and care in the development of your product or crop.

INTERESTED?

For application forms or more information,

Email: seal@blueridgenaturally.org

Call: 708-BRG-SEAL

Sign up on the web:

www.blueridgenaturally.org

Follow Facebook and Twitter:

Blue Ridge Naturally

The BRN™ brand is a collaborative effort of Bent Creek Institute, BioNetwork Laboratory, Blue Ridge Food Ventures, North Carolina State University Mountain Horticultural Crops Research and Extension Center, the Small Business and Technology Center and the North Carolina Natural Products Association.

The North Carolina Natural Products Association administers the BRN™ seal. The seal is sponsored by Advantage West and the Golden LEAF Foundation.

