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What is the GGN label?

Looking to strengthen your brand's commitment to responsible farming? The GGN label offers a transparent, cross-category consumer label that highlights certified, responsible practices in agriculture, aquaculture, and floriculture. Find out how it can add value to your products and business.

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The GGN label is a cross-category consumer label that stands for certified, responsible farming and transparency. Available for fresh fruit and vegetables, farmed seafood, and flowers and plants, it provides a clear way for businesses to communicate their commitment to sustainable practices. By applying the GGN label to products, brands can enhance their competitive edge and build consumer trust.



In today's complex supply chains, traceability and transparency are more important than ever. Many consumers want to know where their products come from, and businesses that can provide this assurance stand out in the market. The GGN label makes responsible farming visible throughout the store and connects consumers with certified producers.

What does the GGN label stand for?

The GGN label is built on three core principles:

Certified farming – Products bearing the GGN label come from farms independently certified to GLOBALG.A.P. standards for responsible farming.

Responsible farming – The standards cover key areas such as food safety, environment, animal welfare, and workers' health, safety, and well-being.

Transparency – A unique tracking system allows consumers to verify a product's origin and certification status via the GGN label portal (www.ggn.org).

How does the tracking system work?



How the GGN label tracking system works

The GGN label promotes traceability and consumer confidence through a simple process:

1. Each certified farm receives a unique 13-digit GLOBALG.A.P. Number (GGN).
2. This number is printed on product packaging or tags.
3. Consumers and business partners can enter the GGN on the GGN label portal to access the farm's profile.

This system enhances supply chain transparency and demonstrates compliance with recognized sustainability standards.

Which products can carry the GGN label?

Agriculture:

- Fresh fruit and vegetables (loose and packed)
- Potted fruit and vegetable plants
- Potted herbs
- Cut/mixed/frozen fruit and vegetables

Aquaculture (farmed seafood: fresh, frozen, packed and/or processed):

- Finfish
- Crustaceans
- Mollusks
- Seaweed/algae

Floriculture:

- Cut flowers and bouquets
- Flower bulbs
- Potted plants (non-edible)
- Christmas trees

GGN label in store



Benefits of the GGN label for your business



For producers and suppliers, the GGN label provides a way to stand out in a competitive market by showcasing their commitment to responsible farming. A dedicated profile on the GGN label portal raises awareness of sustainable practices, helping businesses connect with customers who value transparency. Additionally, GLOBALG.A.P. offers free promotional materials that can be shared with customers, making it easier to communicate the added value of products with the GGN label. By adopting the GGN label, producers and suppliers gain visibility, credibility, and valuable marketing support.

Our Farms

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GGN

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RECENT A-Z Z-A

Philippines
GGN: 4059883761252
SUMIFRU AGRICULTURAL DEVELOPMENT, INC.

Germany
GGN: 4063061637130
Dirk Welbers

Netherlands
GGN: 4059883748697
Kwekerij Bergcamp B.V.

Spain
GGN: 8436614760009
CULTIVOS ARABA, S.L.

Netherlands
GGN: 4059883747836
De Wintertuin B.V.

Norway
GGN: 4063651813937
Bolaks Sjø AS

Screenshot of the farm profiles displayed at www.ggn.org, where consumers can discover the roots of their food and plants.

Retailers and brands also benefit from the GGN label by building consumer trust through clear, verifiable information about product origins. Responsible sourcing becomes simpler with a single label applicable across multiple product categories. Entering the GGN label initiative, companies also gain access to marketing support, including promotional materials and increased visibility on the GGN label portal. Adopting the GGN label can help brands and retailers move towards their sustainability goals, meeting increasing consumer expectations for responsible production.



Marketing materials examples for products with the GGN label in Germany, Japan, and Spain

Strengthen your business with the GGN label

The GGN label is more than just a certification mark – it's a valuable tool for businesses looking to enhance their reputation, improve transparency, and meet the growing demand for responsibly sourced products. By joining the GGN label initiative, you can showcase your commitment to sustainable practices and connect with conscious consumers.

Ready to get started? [Visit our website](https://www.ggn.org) to learn more about the application process or contact info@ggn.org to get started.

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