



19 July 2023

CLAIMS GUIDANCE

FOR SFA CHAIN OF CUSTODY GUIDELINES



SUSTAINABLE FIBRE ALLIANCE

INTRODUCTION

The SFA logo assures businesses and consumers that 'SFA Certified' products have been produced and processed in accordance with best practice regarding animal welfare, land management, fibre processing and herder livelihoods. The SFA Chain of Custody Guidelines aim to ensure that only fibre from 'SFA Certified' producers and processors is sold as 'SFA Certified'.

The purpose of this document is to provide companies with clear definition on the sorts of claims they can and cannot make regarding certified fibre in their marketing and communications.

What is an 'SFA Certified' claim?

An 'SFA Certified' claim is any statement that mentions or references the SFA Standards. Claims may include any combination of logo use and text claims, whether a general marketing claim or a product claim. The type of claim that can be made is dependent on the nature of the product being sold, and the level of assurance underpinning the claims being made.

Who can make a claim?

The SFA will only allow companies that have met the requirements of the [SFA Chain of Custody Guidelines](#) to make 'SFA Certified' claims.

Why is this important?

Improper claims threaten the value and credibility of 'SFA Certified' cashmere. Accordingly, the SFA will pursue all legal means to stop and remedy any unauthorised or misleading use of 'SFA Certified' claims or logo. The SFA will make public any misuse of the 'SFA Certified' claims or logo. No one, under any circumstances, may copy, reproduce or otherwise use the 'SFA Certified' logo without prior written approval from the SFA.



GENERAL CLAIMS

A general claim is any claim that does not reference a specific product. These claims may infer that an organisation is a member of the SFA, purchases 'SFA Certified' fibre or is accredited against one of more of the SFA Standards.

Examples of general claims

General claims may appear as corporate commitments, sustainability strategies, a website representing the work of the SFA, banners at a trade show, use in advertisement and/or catalogue marketing. The SFA Certified logo should not accompany general claims.

Specific text:

- "By sourcing cashmere that is 'SFA Certified', [company/brand] helps to ensure animal welfare and supports the SFA's work in improving environmental practices and the livelihoods of herders."
- "Our 'SFA Certified' cashmere is sourced from 'SFA Certified' producers and processors."
- "[Company/brand] buys 'SFA Certified' cashmere as part of our commitment to responsible sourcing."
- "Our product range includes cashmere products that have been made with 'SFA Certified' cashmere."

Supplied general claims for manufacturers:

- "We source 'SFA Certified' cashmere that is traced through the supply chain from certified herders to product."
- "Our product range includes cashmere products which have been made with cashmere that has been 'SFA Certified'."
- "[Company/brand] buys 'SFA Certified' cashmere as part of our commitment to responsible sourcing."





PRODUCT CLAIMS

Product claims refer to any claim that a specific product is 'SFA Certified' in some way (e.g. bales, hangtags, clothing labels, online product description, point of sale marketing). These include, but are not limited to, final products.

Examples of product claims

- "This product contains [X%] of SFA Certified cashmere."
- "[X%/All] of the cashmere in this [garment/product] has been produced following high animal welfare practices, as certified by the SFA."
- "[X%/All] our cashmere is SFA Certified."

Supplied product claim for manufacturers:

- From 1 July 2024: "This [yarn/fabric/product] contains 100% 'SFA Certified' fibre."



QUALIFYING STATEMENTS

All claims bearing the 'SFA Certified' logo should include qualifying statements about the SFA to increase consumer understanding and awareness of our work.

Examples of qualifying statements

- "The certified cashmere in this garment has been produced in a way that improves the well-being of animals."
- "'SFA Certified' cashmere has been produced to high animal welfare standards, tracing it from herders to final product, and supporting socially responsible practices."
- "Purchasing 'SFA Certified' cashmere supports the SFA's work in creating an equitable cashmere supply chain."
- "The SFA's work helps improve the welfare of cashmere goats, the protection of rangelands and security of herder livelihoods."
- "The SFA works with herders to improve animal welfare and traces cashmere through to the finished product."
- "In buying this product you are supporting the responsible sourcing of cashmere."
- "The SFA's vision is that cashmere is produced in a way that minimises environmental impact, safeguards herder livelihoods and meets high welfare standards."



HOW DO I MAKE A CLAIM?

1. Check that your product meets the [SFA Chain of Custody Guidelines](#), in particular ensuring that your product has a valid transaction certificate.
2. Obtain the 'SFA Certified' logo from the SFA.
3. Design claims and artwork following the Claims guidelines given in this document, under *Claims Guidance* in the [SFA Chain of Custody Guidelines](#) and the [SFA Visual Brands Guidelines](#) for the country your product is from.
4. Download and complete an [SFA Claims Approval Form](#). For claims in languages other than English you must provide a translation.
5. Submit the release form along with a digital copy of your artwork to the SFA (claims@sustainablefibre.org).

A response will be given within 10 working days. You must not make any claims until you have received explicit approval from the SFA for the specific claim you wish to make.