**Conference for Food Protection**

**2016 Issue Form**

**Issue: 2016 II-027**

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| --- | --- | --- | --- | --- | --- | --- |
| **Council Recommendation:** | Accepted asSubmitted |  | Accepted as Amended |  | No Action |  |
| **Delegate Action:** | Accepted |  | Rejected |  |  |  |

*All information above the line is for conference use only.*

**Title:**

CBP 2 – Revision of CFP Commercialism Policy

**Recommended Solution: The Conference recommends...:**

the current CFP Commercialism Policy (established 2000) be revised as provided below (language to be added is in underline format):

**COMMERCIALISM POLICY**

**PURPOSE**

This policy has been developed by the Executive Board to establish guidelines for the use of:

1) commercial names, logos, or other information in Issues submitted to the Conference and in Issues or documents developed through the Conference for Food Protection (CFP) committee process and,

2) CFP intellectual property including the Conference for Food Protection name and***/***or logo, without the express approval of the CFP Executive Board.

**POLICY**

Approval for use of the Conference for Food Protection name and***/***or logo is done through request and approval via the Conference for Food Protection Executive Board.

**Issue Submission:**

* The Conference for Food Protection shall not endorse the use of a product, process or service by brand name.
* Issues submitted for consideration at a Biennial Meeting will be reviewed; and those where brand names are used in the Issue, rationale or solution will be rejected.
* The Issue Submission Form will contain a statement that reads, "It is the policy of the Conference for Food Protection to not accept Issues that would endorse a brand name or a commercial proprietary process."

**Intellectual Property:**

* The use of Conference for Food Protection (CFP) name and/or logo for commercial, promotional and/or endorsement purposes is prohibited by any entity other than the CFP without the express approval of the CFP Executive Board. Prohibited usage may include, but is not limited to research, press releases, product promotions, etc.

It is the policy of the Conference for Food Protection to not accept Issues that would endorse a brand name or a commercial proprietary process.