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****Subject:** Proposal for New Property: `organicCertification` in Schema.org**

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To: <public-schemaorg@w3.org>

****Subject:** Proposal for New Property: `organicCertification` in Schema.org**

****Dear Schema.org Community,****

I am writing to propose the addition of a new property, `organicCertification`, to the Schema.org vocabulary under the `Product` type. This property aims to provide a standardized way to represent organic certifications for products, in compliance with organic laws and guidelines.

**Problem Statement**

The term "organic" is a regulated keyword in many jurisdictions, governed by specific laws to ensure authenticity and protect consumers from misleading claims. Currently, there is no dedicated property in Schema.org to represent the organic certifications of products. This absence makes it challenging for online retailers and producers to transparently communicate certification details to consumers and search engines like google, bing, yahoo, chatgpt and searchfororganics.com.

**Detailed Proposal**

**1. Property Name: `organicCertification`**

**2. Definition:**

Specifies the official organic certification(s) that a product has received. This includes details about the certifying organization, the certification program, and any relevant identifiers or verification URLs.

**3. Expected Types:**

- `Text`: For simple certification names.
- `URL`: Links to certification details or certifying body's website.

- `Organization`: Structured information about the certifying body.

4. Domain:

- `Product`

5. Range Includes:

- `Text`

- `URL`

- `Organization`

Usage Examples

Example 1: JSON-LD

```
``json
{
  "@context": "https://schema.org/",
  "@type": "Product",
  "name": "Organic Extra Virgin Olive Oil",
  "description": "Cold-pressed olive oil from organically grown olives.",
  "brand": "Nature's Best",
  "organicCertification": {
    "@type": "Organization",
    "name": "USDA Organic",
    "url": "https://www.usda.gov/organic",
    "identifier": "Certifier ID: 12345"
  },
  "offers": {
    "@type": "Offer",
    "priceCurrency": "USD",
    "price": "15.99",
    "availability": "https://schema.org/InStock"
  }
}
``
```

Example 2: Microdata

```
``html
```

```

<div itemscope itemtype="https://schema.org/Product">
  <h1 itemprop="name">Organic Extra Virgin Olive Oil</h1>
  <p itemprop="description">Cold-pressed olive oil from organically grown olives.</p>
  <p>Brand: <span itemprop="brand">Nature's Best</span></p>

  <!-- New organicCertification property -->
  <div itemprop="organicCertification" itemscope itemtype="https://schema.org/Organization">
    <p>Certified by: <span itemprop="name">USDA Organic</span></p>
    <link itemprop="url" href="https://www.usda.gov/organic" />
    <meta itemprop="identifier" content="Certifier ID: 12345" />
  </div>

  <!-- Existing offers schema -->
  <div itemprop="offers" itemscope itemtype="https://schema.org/Offer">
    <span itemprop="priceCurrency" content="USD">$</span><span
itemprop="price">15.99</span>
    <link itemprop="availability" href="https://schema.org/InStock" />In stock
  </div>
</div>
...

```

Example 3: RDFa

```

```html
<div vocab="https://schema.org/" typeof="Product">
 <h1 property="name">Organic Extra Virgin Olive Oil</h1>
 <p property="description">Cold-pressed olive oil from organically grown olives.</p>
 <p>Brand: Nature's Best</p>

 <!-- New organicCertification property -->
 <div property="organicCertification" typeof="Organization">
 <p>Certified by: USDA Organic</p>
 <link property="url" href="https://www.usda.gov/organic" />
 <meta property="identifier" content="Certifier ID: 12345" />
 </div>

 <!-- Existing offers schema -->
 <div property="offers" typeof="Offer">
 $15.99
 <link property="availability" href="https://schema.org/InStock" />In stock
 </div>

```

</div>  
</div>  
...

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### ### \*\*Rationale\*\*

#### #### \*\*1. Regulatory Compliance\*\*

- **Legal Requirements:** The term "organic" is regulated to prevent misleading claims and protect consumers.
- **Transparency:** Providing structured data for organic certifications helps businesses comply with regulations by transparently displaying certification details.

#### #### \*\*2. Consumer Trust

- **Verification:** Consumers can easily verify organic claims through accessible certification information.
- **Confidence:** Enhances trust in products labeled as organic, potentially influencing purchasing decisions.

#### #### \*\*3. Search Engine Optimization

- **Enhanced Visibility:** Search engines can better index and display products with clear organic certification data.
- **Rich Snippets:** Potential for improved search result displays, aiding consumers searching for certified organic products.

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### ### \*\*Backwards Compatibility and Impact

- **Non-Disruptive Addition:** Introducing `organicCertification` as an optional property under `Product` does not affect existing schemas.
- **Enhanced Expressiveness:** Offers additional detail without breaking backward compatibility or existing implementations.

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### ### \*\*Evidence of Need

- **Market Growth:** The global organic products market is expanding, with increasing consumer demand for organic goods.

- **Regulatory Scrutiny:** Greater emphasis on compliance and authenticity necessitates clear representation of certifications.
- **Data Transparency:** Aligns with the trend toward more transparent supply chains and product information.

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### **### Possible Concerns**

#### **#### 1. Adoption Rate**

- **Challenge:** New properties may take time to be widely adopted by businesses and recognized by search engines.
- **Mitigation:** Early adopters can lead by example, and clear documentation can facilitate implementation.

#### **#### 2. Misuse or Misrepresentation**

- **Challenge:** Potential for incorrect or fraudulent certification claims.
- **Mitigation:** Inclusion of certification identifiers and links to certifying bodies allows for verification by consumers and authorities.

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### **### Conclusion and Request for Feedback**

I believe that adding `organicCertification` to the Schema.org vocabulary will benefit producers, retailers, consumers, and search engines by providing a standardized method to represent organic certifications. This addition supports regulatory compliance, enhances consumer trust, and improves data transparency.

I welcome any feedback, suggestions, or discussions on this proposal. Your insights will be invaluable in refining this property to meet the community's needs effectively.

**Thank you for your consideration.**

Best regards,

Marie Seshat Landry

SearchForOrganics.com

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### **### Appendix: Additional Resources**

- **Schema.org Documentation:** [\[https://schema.org/docs/full.html\]](https://schema.org/docs/full.html)(<https://schema.org/docs/full.html>)
- **Organic Certification Bodies:**
  - **USDA Organic:** [\[https://www.usda.gov/organic\]](https://www.usda.gov/organic)(<https://www.usda.gov/organic>)
  - **EU Organic Certification:** [\[https://ec.europa.eu/info/food-farming-fisheries/farming/organic-farming\]](https://ec.europa.eu/info/food-farming-fisheries/farming/organic-farming)(<https://ec.europa.eu/info/food-farming-fisheries/farming/organic-farming>)

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**Note:** I am open to collaborating on refining this proposal and assisting with any necessary revisions based on community feedback.

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