



European Commission
Agriculture and Rural Development



EU Labelling requirements for organic products

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Labelling

- All labelling rules apply :
 - General labelling rules (e.g. food)
 - Sectorial labelling rules (e.g. beef)
- Plus specific organic labelling rules :
 - which are in the organic regulations
 - 834/2007 Articles 23 to 26
 - 889/2008 Articles 57 to 62



Specific Organic Labelling requirements

If the word “organic” is used then...

- the EU logo must be present (as from 1 July 2010)
- the Code number of the control authority or control body must be present next to the logo
- the place of farming of raw materials must be indicated : country or EU or non EU or EU/non EU



Applies to...

- Food pre-packed products
- If processed : 95 % agricultural ingredients must be organic
- Products in the scope for which the EU standard is defined



Does not apply to products...

- In-conversion
- Processed with < 95 % organic agricultural ingredients
- For which there is no **EU** standard (e.g. wine !)
- outside the scope (textiles, cosmetics)



Organic Labelling / New logo : what is expected ?

- Renewed identity → show EU value added
- Consumer trust → control System and control supervision
- Ease internal market → free circulation
- Fair competition
- Equal footing with US, Japan



On the way to a new logo...

- EU logo compulsory but not exclusive
- Appealing, symbolic, no translations...
- Legal security
- Involvement of citizens



“Bio Logo” project

- Competition for the best EU organic logo among art and design students
- Intellectual property rights verification
- Internet vote open to all
- Inclusion in EU legislation
- Promotion of the new logo



The design that won the organic logo competition:





New Annex XI of R.889/2008 :

- Logo shape and size : 1/1.5 – 9 mm height
- Logo color and variations
- Transitions ~ 2 years
- Code numbers AB-CDE-999



Product of Organic Farming



BE-BIO-005

EU / non-EU Agriculture



Organic Logo and other signs

- May be associated, but not combined with :
 - National logos (same meaning)
 - Private logos (stricter rules)
- No words inside !
- Independent of other EU claims : G.I.s....



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Same meaning: EU logo + national logo





Additional private claim: EU logo + fair trade logo





Two EU claims: EU logo + P.D.O.





To be studied : EU logo + ecolabel ?



For food ?



Basic Documents Organic Logo

- Organic Regulation
- Regulation for use (collective trade mark)
- User Manual / Graphical Guide (under construction)

Where ? → www.organic-farming.europa.eu



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Thank you for your attention,



www.organic-farming.europa.eu