



Questions & Answers¹ - Version 1 – Status 30.03.2010

1. How does the new organic logo of the European Union look like?



It is often named “Euro-leaf”. It symbolizes the marriage of Europe (the stars derived from the European flag) and Nature (the stylized leaf and the green colour).

2. What is the meaning of the new organic logo ?

If used on a product, the EU organic logo indicates that this product can be legally qualified organic because it is in full conformity with the conditions and regulations for the organic farming sector established by the European Union. For processed products it means that at least 95% of the agricultural ingredients are organic. Next to the new EU organic logo, a code number of the control body is displayed as well as the place where the agricultural raw materials composing the product have been farmed.

3. What needs to be considered by using the new EU organic logo?

The related European legislation is the Commission Regulation (EC) No 889/2008 and the Commission Regulation (EU) No 271/2010 of 24 March 2010. As the logo is registered as a collective mark, the terms of use must also be respected by the users: (link). Moreover the European Commission’s Directorate-General for Agriculture and Rural Development has developed a detailed user manual, which includes concrete guidelines for the application of the EU organic logo. The user manual is available for download under the section “EU POLICY-Logo” of the EU Organic Farming Website: www.organic-farming.eu

¹ This document is meant purely as a information tool and the institutions do not assume any liability for its contents





4. Is the use of the new EU organic logo compulsory?

Yes, the use of the EU organic logo is compulsory from 1 July 2010. Before that date, it was optional for operators. However, there will be a two years transition period for allowing its introduction on the packaging.

5. Can the logo be used before?

Yes, the logo can be used as from the 7th day after the publication of the Regulation No 271/2010 of 24 March 2010. If used in anticipation all other conditions – like code number of control bodies and place of farming – must be respected.

6. For which product categories is the new EU organic logo compulsory?

From 1 July 2010, the use of the EU organic logo is compulsory for organic pre-packaged food produced within the European Union. In addition, it is also possible to use it on a voluntary basis for non pre-packaged organic food produced within the EU or any organic food imported from third countries.

However the EU organic logo cannot be used for products:

- that are not in scope of the EU organic legislation such as products of hunting and fishing of wild animals, cosmetics, textiles,
- containing less than 95% of organic ingredients;
- that are in conversion to organic,
- for which only national rules are defined

Examples: can the logo be used on packaging material of the following products?

- Sardines in organic olive oil: NO
- Organic salmon: YES
- Wine made with organic grapes – NO
- Soup made of organic vegetables: YES

Wool from organic sheep: NO

- Milk from a dairy farm in conversion period: NO





- Other organic animal products, where only national rules exist (rabbits, snails, deers, etc.):

NO

- Pet food: NO

7. When the logo is used, what additional information is obligatory?

Whenever the EU organic logo is used on the product, it has to be always accompanied by the code number of the control body and the place where the agricultural raw materials composing the product have been farmed.

8. Where the additional information should be placed?

The code number and the indication of place of farming shall be placed in the same visual field as the EU organic logo. Indication of the place of farming should appear directly below the reference to the control body.

9. How the code number should be displayed?

The code number shall appear as follows: **AB-CDE-999** where "AB" is the ISO code for the country where the controls take place, "CDE" is a term establishing a link with the organic production like "bio" or "eko" and "999" is the attributed reference number composed of 1 to 3 digits.

10. How the indication of place of farming should be displayed?

The indication of the place where the agricultural raw materials of which the product is composed have been farmed shall appear as follows:

- 'EU Agriculture', where the agricultural raw material has been farmed in the EU,
- 'non-EU Agriculture', where the agricultural raw material has been farmed in third countries,
- 'EU/non-EU Agriculture', where part of the agricultural raw materials has been farmed in the Community and a part of it has been farmed in a third country





Indication 'EU' or 'non-EU' may be replaced or supplemented by a country in the case where all agricultural raw materials of which the product is composed have been farmed in that country.

11. If the logo is placed on the package twice, can the code number and the place of farming be displayed only once?

Yes.

12. Is it compulsory to indicate the code number and the place of farming on products where the EU organic logo is not used or cannot be used?

The code number of control bodies must appear on all products claimed organic, irrespective of the use of the logo. The place of farming is compulsory only when the logo is used.

13. What are the specific rules for the transition period of the EU organic logo?

Even if the EU organic logo is compulsory from 1 July 2010 on, the gradual placing of the new logo on the market will last until 2012. This transitional period is foreseen to help operators adapt to the new regulation and to avoid waste of existing packaging.

Packaging material compliant to the organic legislation as in force before the introduction of the new logo may continue to be used, and possibly renewed, until 1 July 2012, with or without the old organic logo.

Products produced, packaged and labelled before 1 July 2010 may continue to be placed on the market and sold until stocks are exhausted.

14. What is going to happen to the old EU organic logo?

It will disappear progressively. The first EU organic logo was introduced in the 1990s, and contrary to the new symbol, its use was on a voluntary basis. This old logo is obsolete from 1 July 2010, but might still appear on some products as they clear through the supply chain.





15. Are the national and private organic logos still valid?

With the adoption of the EU regulation No 834/2007, a single governmental standard for organic products was established within the European Union. It applies from 1st January 2009 onwards equally in all the 27 Member States. The new EU logo reflects this situation, but is not exclusive: national and private labels stay valid and can be displayed on organic products next to the Euro-leaf.

16. Can the EU logo be associated with other logos or graphical or textual elements?

YES. "To associate" means here that the logo can be accompanied by another object, including another logo, symbol, graphical element or text, placed next to it. Those elements must not modify the nature or interfere into the integrity of the EU organic logo.

17. Can the EU logo be combined with other logos, graphical or textual elements?

NO. "To combine" means here that the logo is mixed with other objects, including another logo, symbol, graphical element or text and by this action the nature of the logo is modified and its integrity is altered. This is not allowed (e.g. nothing can be written inside the logo)

18. Where can I download the official EU organic logo?

The EU organic logo is available for download in all necessary formats on the EU Organic Farming Website under the section "EU POLICY-Logo".

19. What is the minimum size of the EU organic logo?

The minimum size is 9 mm in height and 13.5 mm in width. **Exceptionally**, for **very small** packaging material, it can be decreased to 6 mm in height. The proportion ratio height/width 1:1.5 shall always be kept.

20. Can the shape of the EU organic logo be modified?

No.





21. Shall the EU logo always be placed on the front side of the packaging material?

No, not always, as there is no legal obligation on which side of the package the logo shall be placed. The logo and its indications must be **easily visible, clearly legible and indelible**.

22. What is the master colour of the EU logo? Are there any other possibilities?

The master colour version is green, referenced as follows: Pantone n°376 or green 50% cyan + 100% yellow in a four colour process. The master colour version of the logo must be preferred for a better identification of the organic claim. However, only if it is not practicable to use the master colour, there are other possibilities. A black and white version may be used. There are also defined cases where the master colour may be changed for another colour: for another green type which appears in a national logo when associated to the EU logo, for another colour when a one colour printing process is used for producing the packaging material.

23. Where can I find more information?

Please visit the EU Organic Farming Website and read the Commission Regulation No 271/2010 of 24 March 2010, User Manual and Terms of use on http://ec.europa.eu/agriculture/organic/eu-policy/logo_en

