



In terms of graphic design, for instance, this means: minimum label size is 10mm, maximum size is 33mm. Size is measured from the outer left to the outer right edge of the green rim. The maximum width however may only be used to the extent that the capital 'B' does not exceed 60% of the biggest letter of the term designating the product. This 60 percent rule does not apply if minimum width is used. The label is surrounded by a white contour equal in width to the green one. The spatial relation between words and graphic elements must not be modified.

A corporate design handbook explains the unified usage of the label and also provides hints, detailed information and samples (e.g. regarding "adjusted colours" or "transparent background"). The handbook, including the CD ROM, may be obtained from the Bio-Siegel Information Centre or you may download the pdf-file at www.bio-siegel.de.

8. Is it possible to advertise with the label?

The positive growth trend of the organic sector is reflected in the fact that increasing use is made of the eco label. Since its market introduction in September 2001, and up to September 2009, over 3,300 farms and enterprises have notified usage of the label for over 55,000 products.

Yes, you are welcome to use the Biosiegel for advertising. There is no need for notification, provided that the respective products may carry the label. Price displays, shelves, ceiling danglers or stickers for display windows may also be labelled. For these purposes maximum label size may be exceeded.

9. What about other current eco labels?

The Bio-Siegel does replace neither labels of organic producer organisations nor traders' or producers' own trademarks. It simply intends to help consumers differentiate between organically grown and conventional food, based on criteria valid throughout the EU. Beyond the information given by the Bio-Siegel, growers, producers and suppliers may communicate additional information or services connected with their products, through target group, point-of-sale or product-orientated marketing concepts.

10. What happens if the Bio-Siegel is used unlawfully?

Products which bear the label unlawfully can be withdrawn from the market. Intentional misuse is punishable by prison sentences or fines. In addition, the Eco Labelling Law provides administrative fines of up to 30,000 Euro.

The Bio-Siegel is a trademark protected with the German Patent and Trademark Office. Resulting private claims for injunction or indemnity shall be pursued by the trademark owner, the Federal Ministry for Food, Agriculture and Consumer Protection.

Links

EC rules and regulations on organic farming, Eco Labeling Law (Ökokennzeichengesetz), Eco Labeling Regulation (Öko-Kennzeichenverordnung)

www.bmelv.de

News on the Bio-Siegel and online notification of its usage: www.bio-siegel.de

News on organic farming: www.oekolandbau.de

Should you have further questions please contact:

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Ten Questions and Answers regarding the use of the Biosiegel

Bio-Siegel Information Centre
www.bio-siegel.de



Ten Questions and Answers regarding the use of the Biosiegel

1. What is the Bio-Siegel?

The Bio-Siegel is the uniform federal eco label for products from organic farming. It stands for the controlled production of organic produce. Used on organic products the Bio-Siegel makes a clear statement: „If you see Bio you get Bio!“

2. What are the legal bases for using the Bio-Siegel?

The label may be used on the basis of the Eco Labelling Law in its version published on 20 January 2009 (Federal Law Gazette, BGBl. I, p. 78). In terms of usage criteria the Eco Labelling Law refers to the requirements laid down by the European Union in Regulation on organic farming ((EC) No. 834/2007 and detailed rules). Products carrying the Bio-Siegel must have been produced and controlled according to these regulations. In addition, the Eco Labelling Law contains regulations on sanctions and fines in case the label is misused.

Details on its layout and usage are laid down in the Eco Labelling Regulation (Öko-Kennzeichenverordnung) of 6 February 2002, last amended by regulation on 30 November 2005, and which provides an obligation, prior to first-time use, to register every organic product which is to carry the label.

3. Which products may be labelled?

All non-processed agricultural products and all processed agricultural products for human consumption falling within the scope of EC rules and regulations on organic farming may be labelled with the Bio-Siegel. At least 95% of the agricultural ingredients in processed agricultural products must stem from organic farming. The remaining amount of ingredients of agricultural origin must either be listed in annex IX of regulation (EC) No. 889/2008 or must be temporarily approved in one EU member state.

As EU rules and regulations on organic farming do not yet contain special provisions for wine making, wine from organic production may be labelled by mentions such as 'Wine from organically produced grapes' or 'Wine from organically grown grapes'. If this mention is made and respective regulations are complied with wine may carry the Bio-Siegel.

Products of aquaculture (e.g. fish from pond farming or algae) may carry the Bio-Siegel as of 1 July 2010. Until then it may only be used for products from aquaculture if national provisions, or - in case such provisions do not exist - either provisions accepted by the member states or recognized private standards, are complied with.

Products from hunting or fishing wildlife are not considered as stemming from organic farming and may those not be labeled with the Bio-Siegel. This also applies to medical and cosmetic products not included in the EC rules and regulations on organic farming.

Neither products enriched with vitamins and mineral substances, nor processed feed-stuffs or agricultural products produced during the transition to organic farming may use the Bio-Siegel.

According to the Law on Organic Farming, restaurants, factory canteens, staff restaurants etc. may use the Bio-Siegel to label menus or components thereof if they were certified according to the EU rules and regulations on organic farming.

4. May imported goods be labelled with the Bio-Siegel?

Yes, all products produced and controlled according to the EC rules and regulations on organic farming and all products imported from other EU member states (third countries) according to the specific import regulations may be labelled with the Bio-Siegel, provided that at least 95% of their ingredients stem from organic production.

5. Is there a usage fee?

All operators may use the Bio-Siegel voluntarily and free of charge. It's simple and unbureaucratic, yet another asset.

6. Does using the Bio-Siegel have to be notified?

The Eco Labelling Regulation provides that, prior to first-time use, each product carrying the Bio-Siegel is to be registered, via the proper form and including a sample label, with the Bio-Siegel Information Centre at the Federal Office for Agriculture and Food (Bundesanstalt für Landwirtschaft und Ernährung).

At www.bio-siegel.de you will find the registration form provided for in the Eco Labelling Regulation (Öko-Kennzeichenverordnung) to notify a product which carries the Bio-Siegel. You may send in the required sample label either by post, facsimile or online.

To register, simply go to the 'Bio-Siegel-Datenbank' on our website www.bio-siegel.de. Electronic labels may be sent to Etiketten.bio@ble.de. Once a product has been checked, the Information Centre will include it in the data base and users will be notified by email automatically. To update entries, e.g. your user profile, product information, or to add further products, simply log in with your email-address and password.

For reasons of data protection we will only publish data of farms or of their Bio-Siegel-products if they have explicitly agreed to their publication.

Retailers selling Bio-Siegel-products directly to final consumers and who do neither label nor otherwise (re-)package products according to EC rules and regulations on organic farming do not need to register.

7. Which graphic guidelines are to be observed?

Bio-Siegel artworks in common file formats, details on layout and use of the label on packaging, for promotional materials and other means of sales promotion are available for download at www.bio-siegel.de or by email or may be obtained on CD-ROM from the Information Bio-Siegel-Centre at federal Agency for Agriculture and Food. Labeling rules and regulations provided by Öko-Kennzeichenverordnung must be observed.