

LABELLING – Update 21 April 2010

Organic logo of the EU

From 1 July 2010, the Organic logo of the EU will be introduced throughout the European Union. The use of the Organic logo of the EU will be mandatory for all pre-packaged organic products that have been produced in any EU Member State.

OF&G are not requiring the mandatory use of the OF&G logo.

The Organic logo of the EU can be used on a voluntary basis on non-pre-packaged organic products that originate from the EU or that are imported from third countries.



The Organic logo of the EU logo shall comply with the model shown. The reference colour in Pantone is Light Green 376, CMYK: 50 / 0 / 100 / 0 and RGB: 169 / 201 / 56. The Organic logo of the EU can also be used in black and white as shown, only where it is not practicable to apply it in colour.

If a symbol is used in colour on a coloured background, which makes it difficult to see, a delimiting outer line around the symbol can be used to improve contrast with the background colours.

In certain specific situations where there are indications in a single colour on the packaging, the Organic logo of the EU may be used in the same colour.

The Organic logo of the EU may be associated with graphical or textual elements referring to organic farming, under the condition that they do not modify or change the nature of the Organic logo of the EU, nor any of the conditions mentioned at Article 58*. When associated to national or private logos using a green colour different from the reference colour mentioned above, the Organic logo of the EU may be used in the same colour.

The Organic logo of the EU must have a height of at least 9mm and a width of at least 13.5mm; the proportion ratio/height/width shall always be 1:1.5. Exceptionally the minimum size may be reduced to a height of 6mm for very small packages. The logo and the control body code (see format overleaf) can be placed anywhere on the pack provided that they are in a conspicuous place that is easily visible, clearly legible and indelible.

There must be a clear space surrounding the Organic logo of the EU and any text or graphic. This space should be no less than one tenth of the height of the Organic logo of the EU (see overleaf).

This Organic logo of the EU will be mandatory where a product has at least 95% organic agricultural ingredients. The logo cannot be used if less than 95% of the content of agricultural ingredients of a product have been produced organically.

The logo and user manual can be downloaded from:

http://ec.europa.eu/agriculture/organic/eu-policy/logo_en

There is also an accompanying 'Frequently Asked Questions' document, which is also downloadable from:

http://ec.europa.eu/agriculture/organic/files/eu-policy/logo/FAQ_logo_en.pdf

*The rules on labelling for organic food are set out in Articles 23 to 25 of EC 834/2007, Articles 57 and 58 of EC 889/2008 and Article 1 to 2 of EC 271/2010.

Control body codes

- All organic products packed and/or labelled within the EU must carry the code of the relevant control body;
- For Organic Farmers & Growers this is **GB-ORG-02**;
- The new control body code must be used on all produce packed, or packed and labelled, in the EU from 1 July 2010. This must be in the same visual field as the Organic logo of the EU.

Place of origin

There must be an indication of the origin of the agricultural raw materials, taking one of the following three forms:

- Where ingredients originate from within the EU the product must be labelled as 'EU Agriculture';
- Where ingredients originate from outside the EU the product must be labelled as 'Non-EU Agriculture' ;
- Where ingredients originate from both inside and outside the EU the product must be labelled as 'EU/Non-EU Agriculture'.

The indication 'EU' or 'non-EU' may be replaced or supplemented by the country of origin in the case where all agricultural raw materials of which the product is composed have been farmed in that country. For the 'EU' or 'non-EU' indication, small quantities by weight of ingredients may be disregarded provided that the total quantity of the disregarded ingredients does not exceed two per cent of the total quantity by weight of raw materials of agricultural origin.

The new Place of Origin details must be used on all produce packed, or packed and labelled, in the EU from 1 July 2010 and must appear immediately below the control body code number.



GB-ORG-02
EU Agriculture



GB-ORG-02
Non-EU Agriculture



GB-ORG-02
EU/non-EU Agriculture



GB-ORG-02
UK Agriculture



GB-ORG-02
New Zealand Agriculture

Transitional measures

Stocks of products produced, packaged and labelled before 1 July 2010 in accordance with the organic regulations may continue to be brought on the market until stocks are exhausted. Packaging material produced before 1 July 2010 in accordance with the organic regulations may continue to be used for products brought to the market until 1 July 2012, where the product also complies with the organic requirements.

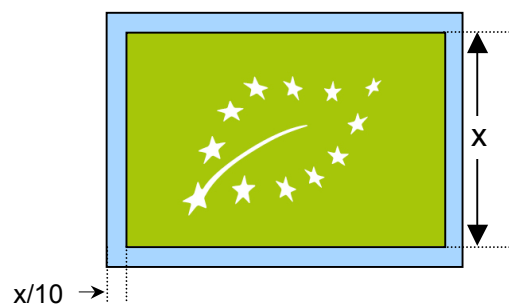
If you have any queries please call us on 01939 291800 or email processors@organicfarmers.org.uk

Guidance notes for the use of the OF&G logo with the Organic logo of the EU

Organic Farmers & Growers are not requiring the mandatory use of the OF&G logo. However should you wish to use our logo, and to answer some queries from operators, here is more guidance on the use of the OF&G logo with the new Organic logo of the EU.

Key points to consider:

- The OF&G logo cannot be more dominant than the Organic logo of the EU;
- The Organic logo of the EU must have a height of at least 9mm and a width of at least 13.5mm;
- The proportion ratio height:width shall always be 1:1.5;
- There must be a clear space around the logo equivalent to 1/10 of the height of the logo – see diagram right (no writing or drawing is allowed in this clear space).



Examples of Logo Placement



GB-ORG-02
EU Agriculture



GB-ORG-02
EU Agriculture

These formats can be used if:

- 95% agricultural ingredients are organic;
- all agricultural raw materials have originated **within the EU**;
- the product is packaged and/or labelled within the UK and is certified as organic by OF&G.

Example: Apple pie with all organic ingredients sourced from within the UK and France. Packed in the UK by an operator certified with OF&G.



GB-ORG-02
UK Agriculture



GB-ORG-02
UK Agriculture

These formats can be used if:

- 95% agricultural ingredients are organic;
- all agricultural raw materials have originated **within the UK**;
- the product is packaged and/or labelled within the UK and is certified as organic by OF&G.

Example: Apple pie with all organic ingredients sourced from within the UK. Packed in the UK by an operator certified with OF&G



GB-ORG-02
Non-EU Agriculture



GB-ORG-02
Non-EU Agriculture

These formats can be used if:

- 95% agricultural ingredients are organic;
- all agricultural raw materials have originated **outside the EU**;
- the product is packaged and/or labelled within the UK and is certified as organic by OF&G.

Example: Organic spices purchased in bulk and then imported from outside the EU into the UK. The spices are then packed in the UK by an operator who is certified with OF&G.

If you have any queries please call us on 01939 291800 or email processors@organicfarmers.org.uk

Please note that any use of the OF&G logo or of the OF&G control body code on labels needs stamped approval from OF&G before committing to print.

Please send pdf copies of artwork to your certification officer or to the email address above.