



LABELLING STANDARDS

**FOR THE USE OF DEMETER,
BIODYNAMIC[®] AND RELATED
TRADEMARKS**

As at June 2017

- to be implemented by each member country by 1st July 2018 -

Demeter-International e.V.

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1. Demeter trademarks

1.1 Principles

The owner of a registered trademark is legally required to protect that trademark from misuse. The ownership of the various Biodynamic trademarks world-wide (“flower”, Stylised form of the word Demeter, and the new Demeter trademark logo) currently lies with the individual national owners. The aim is to transfer ownership to a common international body. The owner is required to protect the trademark, but can entrust other organisations with this task via a trust deed agreement.

The Demeter trademark may only be used by enterprises and businesses which have a valid contract with the authorised organisation, or a valid agreement covering membership rights to use the trademark (e.g. producers in a regional working group).

The use of the Biodynamic name on products, or material relating to products that is not linked to one of the above mentioned trademark forms is not allowed.

Every use of the word Demeter, and/or one or more of the registered Demeter trademarks in any form, is seen as usage of the trademark. It is also considered use if, in the public domain (e.g. consumers), the impression has been created that the products are Demeter.

1.2 Legal framework for labelling

The respective national Acts and Regulations governing food products are binding. Further, EU Regulations, in particular No. 834/2007 and 889/2008 governing organic agriculture and the corresponding labelling of agricultural produce/food, or equivalent regulations, are binding. Each business must accept responsibility for its actions with respect to these laws as they are part of the national legal requirements. These legal constraints are neither contained nor interpreted in these standards.

2. Definitions and Explanations





Terms used in these standards are defined as follows:

- **Ingredients:** Materials, including additives that are used in the processing of Demeter raw materials or further processing of Demeter partially processed goods.
- **Basis for calculation:** The calculation of the proportion of ingredients which determines the use of the trademark is to be based on the weight of the ingredients used in the recipe at the time of production. Added salt and water are not included.
- **Availability:** A product or ingredient is available in Demeter quality if it is available at the required technical specification/quality and in sufficient quantity. Non-availability is to be proven. More detail is contained in the national certifying authority's procedural manuals for Demeter certification.

3. Demeter Trademark logo

The Demeter trademark logo consists of the three graphic elements: the trademarked stylised word, the background field, and the accenting line. The proportions of the individual elements, or the complete logo, may not be altered.

Table: Graphic Elements of the Demeter-Trademark logo

Trademark logo	Trademark stylised word	Background field	Accenting line
			

3.1 Standardised placement on products


- The Demeter-Trademark logo is to be used as a co-brand (use of the Demeter trademark logo in conjunction with the trademark of the enterprise bringing the product onto the market). The following must be observed:
 - The preferential placement of the Demeter-Trademark logo is the centre of the upper edge.
 - The placement of the Demeter-Trademark Logo in the upper third of the front side of the packaging (first facing) or on other materials is obligatory.
 - It may also be used on a collar label for bottled products such that the Demeter logo has prominence compared to any other information also on the collar.
- In any case the Demeter trademark logo must be clearly recognisable
- The name and address of the licensee have to be on the label or packaging.
- If there is any unclear situation in the use of the Demeter trademark logo the responsible Demeter organisation decides about the placement.
- The size shall be at least 20mm, but less than 50mm; in reasonable cases the respective organisations may approve the use of a Demeter logo that is outside these limits.

3.2 Colour scheme for the Demeter trademark logo

3.2.1 Colour scheme in normal usage

If the label or packaging for a Demeter product is printed in more than one colour, the following colour scheme is to be adhered to:

Table: Colour scheme for the normal usage of the Demeter trademark logo




Trademark logo		Colour	Description
	Trademark stylised word	White	White (transparent on a pale background)
	Background field	Orange	4c CMYK Paper coloured C0/M65/Y100/K0 Paper Natural C0/M50/Y100/K0 (Pantone Orange 158c) (RAL 2003)
	Accenting line	Green	4c CMYK: Paper coloured C100/M0/Y70/K30 Paper Natural C100/M0/Y70/K0 (Pantone 342) (RAL 6016)

3.2.2 Special usage

If the label or packaging of the Demeter product is printed in one colour only, then depending on the printing technique used, and the texture/colour of the material to be printed, the following special usage of the trade logo in monotoes is possible:

The truest possible likeness between the special and the normal Demeter trademark logo variants can be gained if the colour is chosen in this order of preference: Orange, Green, White. High contrast colours are preferable. Labels should not use black as the background colour.

Table: Colour scheme for the special usage of the Demeter-trademark logo

Constraint	Graphic element	Colour	Colour description
Pale background If screening is technically possible 	Trademark stylised word	Transparent/white	Base colour of the material
	Background field	Dark colour screened	60 % colour saturation
	Accenting line	Dark colour, unscreened	100 % colour saturation
Pale background If screening is NOT technically possible, or in the case of a pale background field 	Trademark stylised word	Transparent/white	Base colour of the material
	Background field	Pale, or dark print colour, unscreened	Order of preference: Orange, Green, (black)
	Accenting line	Not present	-
Dark background If screening is NOT technically possible (STICK ON LABEL) 	Trademark stylised word	Printed white	-
	Background field	White border round the background field	-
	Accenting line	Printed white	-

3.3 Text additions to the Demeter trademark logo

No text additions to the trademark logo are permitted.

3.4 Style and font of the “Demeter” trademark

Two methods of writing “Demeter” on labels and packaging are to be distinguished:

demeter If the word is used as part of the text in place of the trademark, or as a description of ingredients (e.g. **demeter**-Milk) – in the typeface of the text, lower case, italics, bold.

Demeter: For all other designations (e.g. Demeter-Quality, Demeter-standards, Demeter-International) - In the typeface of the text, regular type, only the initial letter in upper case.

Any other optical or coloured high lighting of the word “Demeter” in the text is not intended.

4. Labelling of Demeter products

As defined in trademark law, every usage of the word “Demeter” is seen as usage of the trademark. Usage is also assumed if the impression has been given that a particular product is a Demeter product. Better and clearer recognition of Demeter products (by consumers in particular) can be achieved if products from the various producers are labelled with the Demeter trademark according to these standards.

The following text may be used on labelling and packaging to put Demeter in context:

“**demeter** is the trademark for food from certified Biodynamic production”, or

“**demeter** is the trademark for food from Biodynamic production”.

In the case of cosmetics and textiles, the word “product” shall replace the word “food”.

The principles for Demeter products are:

- that the production process must use certified Demeter ingredients, if certified Demeter ingredients are available.
- If a product contains a mixture of the same ingredient at different levels of Demeter certification, the product must be labelled at the lowest certification status.

The following sections govern the labelling of Demeter products with the new Demeter trademark logo.

4.1 Labelling of products with the new Demeter trademark logo in general

In every case the products carrying Demeter labelling must:

- conform to the Demeter processing guidelines,
- consist of at least 95% of certified organic ingredients,
- conform to the standards of the association in the country with jurisdiction,
- conform to the EU Regulations 834/2007 and 889/2008, or to an equivalent regulation.

4.1.1 Normal labelling of Demeter products (at least 90% Demeter ingredients)

The following minimum requirements must be met in normal labelling with the Demeter trademark logo:

- at least 90% of the product's ingredients are certified Demeter and
- those ingredients over and above the 90%, which are not available with Demeter certification, must have an organic certification meeting the EU organic regulations, or an equivalent regulation.

4.1.2 Exemption to label products with at least 66% of the ingredients in Demeter quality

Demeter products for which less than 90% of the ingredients are available with Demeter certification, may use a maximum of 33% of ingredients from "in conversion to Demeter" or with an organic certification, on completion of a procedure to grant a limited exemption. The details are to be found in the description of the procedures for Demeter certification.

Plants and mushrooms collected from the wild and certified organic according to the respective organic standards, may be used as ingredients of Demeter products. The finished product must contain a minimum of 70 % Demeter ingredients (according EU regulation) to be labelled Demeter.


Seafish may be used as ingredient of Demeter products. Seafish must be caught according to the requirements of the Marine Stewardship Council (MSC). The finished product must contain a minimum of 70 % of Demeter ingredients (according EU regulation) to be labelled Demeter.


This deviation from the percentage of Demeter ingredients required for normal labelling (see 4.1.1) is to be stated in a footnote, in an appropriate place on the label (e.g. in the ingredients' list).

4.1.3 Labelling of products with at least 10% Demeter ingredients

It is possible to indicate the "**Demeter**" ingredient in the ingredients' list, in the same font style and size as the remaining text. Sea fish may be used as ingredient. Sea fish must be caught according to the requirements of the Marine Stewardship Council (MSC).

Table: General labelling of products consisting of Demeter ingredients

Products, which contain at least 90 % Demeter ingredients			
Labelling	Text on the label	Certification status	Requirements for the Product
4.1.1 	Ingredients list on the label demeter -ingredient (regular type face) Demeter-explanative phrase "demeter is the trademark for food from certified Biodynamic production"	- Certification, organic/EU reg. - Demeter certification	- Demeter processing standards - all products and processing stages - at least 90 % Demeter-content - at least 95 % cert. org.

Products, which contain at least 66% Demeter ingredients			
4.1.2 	Ingredients list: Labelling of ingredients with *Footnote: * In conversion to demeter * certified organic production / organic agriculture Demeter-explanative phrase “ demeter is the trademark for food from certified Biodynamic production”	- Certification, organic/EU reg. - Demeter certification	- Demeter processing standards - all products and processing stages - at least 66 % Demeter-content - at least 95 % cert. org.
Products, which contain at least 10 % Demeter ingredients			
4.1.3 demeter-ingredient	Ingredients list on the label demeter -ingredient (regular type face) Demeter-explanative phrase “ demeter is the trademark for food from certified Biodynamic production”	- Certification, organic/EU reg. - Demeter certification	- Demeter processing standards - all products and processing stages - at least 10 % Demeter-content - at least 95 % cert. org.

4.2 Labelling using the Demeter “Flower” trademark

4.2.1 Use of the Demeter “Flower” trademark

Countries who use the Demeter “flower” trademark (Flower countries are: F, UK, DK, S, USA, NZ) may continue to do so. The labelling of Demeter/Biodynamic wine with the Demeter “flower” trademark is regulated in 4.5.2.2.3 below.

4.3 Labelling using Biodynamic/Biodynamic®

4.3.1 Labelling with Biodynamic

4.3.1.1 Biodynamic must be mentioned on all Demeter products/processed products and in promotional material about Demeter products whenever the Demeter logo is used, or reference is made to Demeter. Wine and cosmetics are excluded, see below.

4.3.1.2 Food products may only refer to Demeter/Biodynamic in the ingredients list if those ingredients are Demeter certified. Either word may be used.

4.3.1.3 Products with less than 66% Demeter ingredients cannot be referred to as Biodynamic either on the label or in promotional material. Individual Biodynamic ingredients may be declared in the ingredients list.

4.3.1.4 A vineyard and/or its wine must not refer to Biodynamic unless the production and processing is certified. Wine and cosmetic labels may refer to Biodynamic, or use it as the main logo, without referring to Demeter.

4.3.1.5 Biodynamic shall not be more prominent than Demeter or be used to the detriment of the Demeter trademark.

4.3.1.6 The respective organisation must approve all labelling and require inaccurate promotional material to be changed. Promotional material includes web sites, leaflets and brochures, product posters or other descriptions.

4.3.2 Labelling with Biodynamic® - the registered trademark symbol

The combination of Biodynamic with the registered trademark symbol - Biodynamic® - may only be used in a country after the trademark has been legally registered there. In the USA, the symbol ® must be used. Please contact DI for further information.

4.4 Labelling with the Biodynamic seal – section removed for further development.

4.5 Special forms for the labelling of Demeter products

4.5.1 Labelling of products as “in conversion to Demeter”

The products must originate from enterprises which:

- have been conforming to the Demeter production standards for at least 12 months, and are Demeter certified.
- have been processed according to the Demeter processing standards, and
- meet the requirements of EU regulations 834/2007 and 889/2008 or equivalent regulations.

The following cases are to be distinguished:

4.5.1.1 Labelling of products with organic “in conversion” certification

The enterprise producing the product must have:

- at least an organic “in conversion” certification which meets EU regulations 834/2007 and 889/2008, or equivalent and
- the product must consist of a single ingredient of plant origin only (mono-product).

The labelling and packaging shall have the text:

“in conversion to *demeter*” (without the Demeter trademark logo or part thereof)

The product must also have the statement, legally required by the EU regulations 834/2007 and 889/2008 “produced within the scope of conversion to organic agriculture”.

The typeface and colour of the Demeter labelling and explanation may not be more prominent than the legally required statement. The font for the word ***demeter*** shall be as in the text, but in italics and bold.




4.5.1.2 Labelling of products with the organic certification meeting EU regulations 834/2007 and 889/2008 or equivalent

Products from enterprises which have been farming to the Demeter production standards for at least 12 months and which have Demeter certification as well as meeting national or international organic regulations or laws, may be labelled with the Demeter trademark logo if the following constraints have been met:

- the products must have at least a nationally or internationally recognised organic certification, and
- at least 90% of the ingredients must have been produced after conforming to the Demeter production standards for more than 12 months and be Demeter certified. If an exemption is granted because of unavailability (for a limited time period, following application using a simplified procedure), a maximum of 33% of certified organic ingredients may be used.
- The Demeter trademark logo may be used on labels and packaging if on declaring the ingredients, or in the ingredients' list, reference is made to the footnote which states “in conversion to *demeter*”.

Table: Special forms for the labelling of Demeter products

Organic and Demeter “In Conversion” certification			
Labelling	Text on the label	Certification status	Requirements for the products
4.4.1.1 In conversion to <i>demeter</i>	EU- Legally required declaration: “Produced under the standards for conversion to organic agriculture”. Demeter-explanative phrase “ <i>demeter</i> is the trademark for food from certified Biodynamic production”	with - 834/2007 and 889/2008 Certification in conversion or equivalent regulation - 1. or 2.	- Demeter processing standards - Unprocessed plant products - Plant products with a single ingredient

		conversion year to Demeter	
Certified organic – Demeter in conversion			
4.4.1.2	 <p>demeter-ingredients labelled with the *footnote: * In conversion to demeter</p> <p>Demeter-explanative phrase: “demeter is the trademark for food from certified Biodynamic production”</p>	<ul style="list-style-type: none"> - 834/2007 and 889/2008 Certification or equivalent regulation - 1. or 2. conversion year to Demeter 	<ul style="list-style-type: none"> - Demeter processing standards - all products and processing steps - > 90 % In conversion to demeter (>66 % if exemption granted) - at least 95 % cert. org.
The following exemption (4.4.2) is a part of these standards, as long as the “EU Regulation 125/2006 - (addition of vitamins to baby foods based on grains) exists: Products with legal requirements (addition of vitamins)			
4.4.2	 <p>Demeter-ingredient</p>	<p>Ingredients list as in 4.1.1./4.1.2</p> <p>Addition to text: Vitamins added according to law.</p> <p>Demeter-explanative phrase: “demeter is the trademark for food from certified Biodynamic production”</p>	<ul style="list-style-type: none"> - certified organic/EU - Demeter certification <ul style="list-style-type: none"> - Demeter processing standards - Product has added vitamins – legal requirement - > 66% Demeter proportion - at least 95 % cert. org.
Products with legal requirements (Infant milk formula intended as a supplement to breast milk for infants younger than 12 months)			
	 <p>Demeter-ingredient</p>	<p>Ingredients list as in 4.1.1./4.1.2</p> <p>Addition to text: contains legally required additives. Infant milk formula is intended as a supplement to breast milk for infants younger than 12 months.</p> <p>Demeter-explanative phrase: “demeter is the trademark for food from certified Biodynamic production”</p>	<ul style="list-style-type: none"> certified organic/EU Demeter certification <ul style="list-style-type: none"> Demeter processing standards Product has legally required additives >90% Demeter proportion (>66% with an exemption) at least 95% cert. org.

4.5.2 Products with legally required ingredients

In the case of baby foods based on grain, which are legally required to have added vitamins (EU 1925/2006), the addition is to be specified in the ingredients list by taking up the following sentence: “Containing added vitamins, as legally required.”

4.6 Particular labelling regulations for individual product groups

4.6.1 Labelling of products from Demeter bee management

The labels and labelling of packaging of products from Demeter bee management using the Demeter trademark logo shall comply with section 4.1 (Table: General labelling of products containing Demeter ingredients) or 4.4.1.2 (Table: particular forms of labelling of Demeter products). The following text or similar wording that conveys this information must be included on labels:

“The deciding factor in the production of products from Demeter bee management is the way that the bees are cared for. Since bees have a large area over which they forage it is not possible to expect them primarily to work land which has been managed biodynamically”.

4.6.2 Labelling of products containing alcohol

4.6.2.1 Labelling of alcoholic spirits

The labelling of alcoholic spirits or Demeter products containing alcoholic spirits with all Demeter/Biodynamic logos is not permitted. The Demeter ingredients in the product may be indicated in the ingredients list under the following conditions:

- The product must comply with Section XV of the Demeter International processing standards
- The word Demeter may be used only on the back and/or side panel labelling
- Font, style and size for use of the word Demeter is similar to the text used on the information panel (no use of the Demeter logo)
- The certified Demeter ingredients in the product are clearly indicated:

Each respective organisation shall decide on the deadline for phasing out existing labelling on alcoholic spirit products already labelled that do not conform to this new standard.

4.6.2.2 Labelling of Demeter and Biodynamic® wine.

4.6.2.2.1 Use of the Demeter co-brand

If wine is made from Demeter/Biodynamic® grapes, **and** conforms to the Demeter International wine standards, it may be labelled with the Demeter logo. The general requirements are detailed in section 4.1 (Table: General labelling of products containing Demeter ingredients) and 4.4 (Table: Special forms of labelling Demeter products). The logo may be used on the front label, on a collar label conforming to the placement requirements in section 3.1, or on the back label. In addition to the standard colour scheme, the Demeter logo on wine labels may also be in black/white, gold or silver, independent of other colours used for the label.

4.6.2.2.2 Use of the word Biodynamic®

If wine is made from Demeter/Biodynamic® grapes, **and** conforms to the Demeter-International wine standards, the word Biodynamic® maybe used. Usage shall conform to the labelling standards for Biodynamic section 4.3. It may be used in the text on the front or back label. It may be used only after the Trademark is registered and shall not be used as a prominent logo. It may be used on a label, with no mention of Demeter. Use of the Biodynamic® trademark must not diminish the co-brand.

4.6.2.2.3 Use of the Demeter “flower” trademark

If wine is made from Demeter/Biodynamic® grapes, **and** conforms to the Demeter-International wine standards, countries have the option to use the Demeter flower trademark on the front label, back label, or on a collar complying with the national standards for labelling.



4.6.2.2.4 Labelling as ‘Wine made from Demeter Grapes’ or ‘Wine made from Biodynamic Grapes’

If Demeter/Biodynamic grapes are processed to wine using the EU wine standards or to standards recognised as equivalent they may be labelled as ‘Wine made from Demeter Grapes’ or ‘Wine made from Biodynamic Grapes’ under the following conditions:

- The co-brand must not be used and no implication made that the wine is Demeter wine
- Labelling is restricted to the back label only, using the words ‘Wine made from Demeter Grapes’ or ‘Wine made from Biodynamic Grapes’ in the type face and font of the text.

Other references to the Biodynamic method of grape production are permitted on the back label in the same type face and font.

4.6.2.3 Labelling of other products with alcoholic ingredients

Demeter products with Demeter alcoholic ingredients in which the alcoholic ingredient is not part of their sales name have to be provided with additional labelling. Additional labelling as part of the ingredients list is not sufficient. Additional labelling is especially required on products which are not normally associated with alcoholic ingredients like sweets or bakery products.

4.6.3 Labelling of Demeter cosmetics

In order to label a cosmetic product as Demeter, it must have been produced in compliance with the Demeter cosmetic and personal care product standards, and shall take the following forms.

4.6.3.1 Labelling with the Demeter trademark logo 90% rule

Normal labelling of Demeter products (at least 90% Demeter ingredients)

DEMETER/BIODYNAMIC product (e.g. Demeter/Biodynamic Skin Cream):

- At least **90%** of all ingredients of agricultural origin are of DEMETER/BIODYNAMIC quality.
- The remaining ingredients of agricultural origin may be certified organic if documented as being unavailable in DEMETER/BIODYNAMIC quality, and
- Any remaining ingredients of non-agricultural origin must be listed in section six.

The Demeter logo may be used on the primary display panel conforming to the requirements detailed in these Demeter-International Labelling standards.

4.6.3.2 Exemption to label products with at least 66% of the ingredients in Demeter quality

Demeter products for which less than 90% of the ingredients are available with Demeter certification, may use a maximum of 33% of ingredients from “in conversion to Demeter” or with an organic certification, or additives and aids of non agricultural origin under the following conditions:

- An exemption has been approved by the respective organisation
- The ingredients included in the name are of DEMETER/BIODYNAMIC quality
- The remaining ingredients of agricultural origin may be certified organic if documented as being unavailable in DEMETER/BIODYNAMIC quality
- Any remaining product ingredients of non-agricultural origin must be listed in section six
- A foot note must be placed on the information panel
 ‘*Ingredient’ In conversion to **demeter/biodynamic**’, or
 ‘*Ingredient’ certified organic production, or
 ‘This product contains between 66% and 90% **demeter/biodynamic** ingredients’

The Demeter logo may be used on the primary display panel conforming to the requirements detailed in the Demeter International Labelling standards.

4.6.3.3 Labelling of products containing less than 66% DEMETER/BIODYNAMIC ingredients

Use of the words DEMETER/BIODYNAMIC is permitted with reference to the raw materials and to give brief information about Biodynamic agriculture **only** when marketing and labelling does not mislead the consumer into thinking the product as a whole is of Demeter/Biodynamic quality or has been produced conforming to Section X of the Demeter International processing standards as a whole.

Demeter or Biodynamic may be used only on the back and/or side panel labelling when:

- The product meets an “organic” or “natural” standard approved* by Demeter International and be labelled as such, or
- The product meets this standard with the exception of one or more ingredients of non-agricultural origin permitted in a “natural” standard mentioned above, and
- Font style and size for use of Demeter or Biodynamic is similar to the text used on the information panel (no use of the Demeter logo)
- The certified Biodynamic ingredients in the product are indicated:
 - either on the packaging
 - or on the insert with the product and in the internet via a link from the product

Reference to Demeter/Biodynamic agriculture and raw materials in relation to product(s) which contain less than 66% of Demeter/Biodynamic ingredients in the total formulation may only be made as specified above. Internet and other non-point-of-sale information specific to product(s) must also be clear that the product(s) referenced are not Demeter/Biodynamic.

* See section 3.2.3 of the cosmetics and personal care standards.

4.6.4 Labelling of textiles from Demeter wool or Demeter fibre

The labelling of textiles from Demeter wool and other Demeter fibres, which have been produced according to the Demeter processing standards, can be labelled as detailed below.

4.6.4.1 Labelling with the Demeter trademark logo

Labelling with the new Demeter-trademark logo shall comply with sections 4.1 and 4.2.

4.6.4.2 Labelling of fibre products containing Demeter raw materials

Use of the words DEMETER/BIODYNAMIC is permitted with reference to the raw materials and to give brief information about Biodynamic agriculture only when marketing and labelling does not mislead the

consumer into thinking the product as a whole is of Demeter/Biodynamic quality or has been produced conforming to Section XVI of the Demeter International processing standards as a whole.

Demeter or Biodynamic may be used only on the back and/or side panel labelling when:

- The product meets an “organic” or “natural” standard approved* by Demeter International e.g. GOTS and be labelled as such, or
- The product meets this the Demeter International textile standard with the exception of one or more ingredients/processes permitted in a “natural” standard mentioned above, and
- Font style and size for use of Demeter or Biodynamic is similar to the text used on the information panel (no use of the Demeter logo)
- The certified Biodynamic ingredients in the product are indicated:
- either on the packaging/labelling
- or on the insert with the product and in the internet via a link from the product

Reference to Demeter/Biodynamic agriculture and raw materials in relation to product(s) may only be made as specified above. Internet and other non-point-of-sale information specific to product(s) must also be clear that the product(s) referenced are not Demeter/Biodynamic.

5. Date of implementation

Implementation of these standards shall be completed by each member country by the 1st July in the year following their adoption at the Members’ Assembly. If good reasons are presented, the implementation date could be extended by 6 months

Suggested additions or changes should be sent to the co-ordinator of the Standards Committee at Demeter International:

The Standards Committee

Demeter International Labelling standards

Attention: Ian Henderson

ian.henderson@demeter.net