

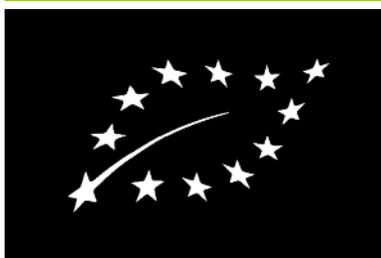
## EU organic logo

In 2010 the European commission introduced a new EU organic logo.

### What does it look like and how must it appear on pack?



The logo is published for use in green, as shown here. The reference colour is Green Pantone n° [376] and Green [50% Cyan + 100% Yellow], when a four-colour process is used.



Where colour is not possible, black and white may be used.

The minimum size at which the logo can be displayed is 9mm high and 13.5mm wide. The EC does permit a smaller size of 6mm high for very small packages. The proportion ratio of height to width must always be 1:1.5. A clear space, (one tenth of the height), without any writing or drawing, must be allowed around the logo.

The logo may appear anywhere on your packaging/label provided it is easily visible, clearly legible and indelible.

### Which products have to use the EU organic logo?

Pre-packed product produced in the EU and packaged/labelled for retail. It cannot be used on products with less than 95% organic agricultural ingredients. Product that is produced outside EU and only re-packed in EU does not have to use logo. It is optional for imported and unpackaged products, and products for export outside the EU.

### Using the logo in other colours

If you are only able to print your packaging using **one** colour (that is not the EU logo reference colour), then you may print the EU logo in that same colour. For example, if you print in blue on a white label, then the logo may be in blue (example A).

If the background colour of your packaging or label is dark, the logo may be used in negative, using the background colour of the packaging or label. For example, if the background colour of the packaging is dark blue, the background colour of the logo may be white, with dark blue or black stars, so that the logo stands out better (Example B).

If you use the logo on a coloured background which makes it difficult to see the logo, you can add an outer line around it to improve contrast with the background colour.



Example A



Example B

You may use other organic logos, or text referring to organic, close to the EU logo, provided this does not overlap with, obscure, or change the EU logo.

If you are using a national or private logo that is green, and it is not the EU logo reference colour, then you may print the EU logo in the same green colour, so that the EU and other logos match.

If you are not using a four colour process (CMYK), and there is no other green colour used for a private logo or national logo, you may use black and white for the logo.

### Is there anything else that must appear with the logo?

**Certification body code:** The certification body code must also appear within the same visual field as the EU logo.

For products labelled in the UK and certified by SA Certification, our code must be used. Our code is 'GB-ORG-05'.

**Origin of the raw materials:** When applying the EU logo, your labelling must also say where the ingredients have been farmed. Use one of the following phrases as applicable:

- 'EU agriculture'
- 'Non-EU agriculture'
- 'EU/non-EU agriculture'

You may declare a specific country of origin if all ingredients were farmed there. This must appear immediately below the certification body code number. The wording must not be more prominent than the sales description of the product.

Note: you can discount up to 2% (by weight) of the total quantity of the agricultural raw materials.

**Soil Association symbol:** Soil Association standards require retail products to carry the SA symbol. Please refer to standards 2.2.5 to 2.2.15 for details of how to use it. In some situations we may permit you not to use it (standard 2.2.9), where we agree there is a good reason for not doing so. You must obtain our permission to do this. Examples of where exemption may be permitted include:

- Very small packs and/or labels that won't fit all the statutory and other necessary information
- Products which are exclusively not for sale in the UK
- Use of existing automatic or other labelling machines that cannot print a symbol, where there are no other ways to apply the symbol

Examples



**GB-ORG-05  
EU Agriculture**



**GB-ORG-05  
EU Agriculture**

### When do these changes have to be made?

Product packaged, labelled and placed on the market before 1 July 2010, without the above new requirements, can continue to be sold until stocks are used up.

Packaging/labelling that complies with either Regulation (EEC) No 2092/91 or (EC) No 834/2007 and was designed before 1 July 2010, can continue to be used until 1 July 2012.

Please contact your certification officer if you have questions on how the logo can be used, or visit the Europa website, which contains the new EU regulation 271/2010; downloadable versions of the symbol and a user manual and terms for use of the logo:

[http://ec.europa.eu/agriculture/organic/files/eu-policy/logo/user\\_manual\\_logo\\_en.pdf](http://ec.europa.eu/agriculture/organic/files/eu-policy/logo/user_manual_logo_en.pdf)

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