



LABELLING STANDARDS

OF DEMETER PRODUCTS WITH THE
NEW DEMETER TRADEMARK LOGO

as of June 2000
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to be implemented by each member country by the 1st July 2005

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 (Biodyn, “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. 2092/91 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:

1. **Ingredients:** Materials, including additives, that are used in the processing of Demeter raw materials, or further processing of Demeter partially processed goods.
2. **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.
3. **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 shall be observed:


- The product description stands independently of the Demeter trademark logo.
- The Demeter trademark logo is to be placed at the upper border on packaging and labels, above the Trademark name and/or product description.
- In any case the name/label of the enterprise bringing the product onto the market must be clearly recognisable on the front side of the packaging.
- The size shall be about 1/3 of the width of the visible field (at least 20mm, but less than 50mm; in reasonable cases the respective organisations are allowed to approve the use of a Demeter logo of less than 20mm). If the label is broad (height less than ½ of the visible field), the proportions can be reduced (approximately 20% narrower).
- NO graphics may be placed above the Demeter trademark logo.

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	2c HKS 8 4c CMY Paper coloured C0/M65/Y100/K0 Paper Natural C0/M50/Y70/K0 (Pantone Orange 021) (RAL 2003)
	Accenting line	Green	2c HKS 55 4c CMY: 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 	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

Additions of text to the Demeter trademark logo are not intended, and require express permission. Text must be centrally placed, below the trademark logo, written in the typeface of the text and be in the same colour as the accenting line.

The word Biodynamic may be used once the members' assembly of Demeter International (Inc) has granted an exemption to the national certifying body. The form is to follow the requirements detailed in the Demeter manual.

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-Bund) – 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.
- In a product that 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 Regulation EU2092/91, 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 to the EU organic regulations, or to 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 should 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.

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 <i>demeter</i> -ingredient (regular type face) Demeter-explanative phrase “ <i>demeter</i> 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 <i>demeter</i> * certified organic production / organic agriculture Demeter-explanative phrase “ <i>demeter</i> 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 <i>demeter</i> -ingredient	Ingredients list on the label <i>demeter</i> -ingredient (regular type face) Demeter-explanative phrase “ <i>demeter</i> 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 seal

Possible uses of the Demeter seal await a decision at international level.

4.2.1 Use of the Demeter “Flower” trademark

Countries are free to use the “flower” until its use is regulated.

4.3 Labelling using the Demeter “Biodyn” trademark

Producers who have an interest in using the “Biodyn” trademark should contact Demeter International.

4.4 Special forms for the labelling of Demeter products

4.4.1 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 EU2092/91, or equivalent regulations.

The following cases are to be distinguished:

4.4.1.1 Labelling of products with organic “in conversion” certification

The enterprise producing the product must have:

- at least an organic “in conversion” certification which meets EU2092/91, 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 regulation EU2092/91:

“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.



4.4.1.2 Labelling of products with the organic certification EU2092/91 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”	- EU 2092/91 Certification in conversion or equivalent regulation - 1. or 2. conversion year to Demeter	- Demeter processing standards - Unprocessed plant products - Plant products with a single ingredient
Certified organic – Demeter in conversion			
4.4.1.2 	<i>demeter</i> -ingredients labelled with the *footnote: * In conversion to <i>demeter</i> Demeter-explanative phrase: “ <i>demeter</i> is the trademark for food from (certified) Biodynamic production”	- EU 2092/91 Certification or equivalent regulation - 1. or 2. conversion year to Demeter	- Demeter processing standards - all products and processing steps - > 90 % In conversion to <i>demeter</i> (>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 “Regulation EU96/5 - (addition of vitamins to baby foods based on grains) exists:			
Products with legal requirements (addition of vitamins)			
4.4.2  Demeter-ingredient	Ingredients list as in 4.1.1./4.1.2 Addition to text: Vitamins added according to law. Demeter-explanative phrase: “ <i>demeter</i> is the trademark for food from (certified) Biodynamic production”	- certified organic/EU - Demeter certification	- Demeter processing standards - Product has added vitamins – legal requirement - > 66% Demeter proportion - at least 95 % cert. org.

4.4.2 Products with legally required ingredients

In the case of baby foods based on grain, which are legally required to have added vitamins (EU 96/5), the Demeter ingredient is to be named in the text in addition to the Demeter trademark logo (e.g. *demeter-millet*). The distance between this text and the Demeter trademark logo is limited to the height of the Demeter trademark logo. Exemptions to add vitamins because of this legal requirement has to be reviewed every two years (beginning June 2004).

4.5 Particular labelling regulations for individual product groups

4.5.1 Labelling of honey from Demeter bee management

The labels and labelling of packaging of honey 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 must be included on labels:

“The deciding factor in the production of honey 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”.

4.5.2 Labelling of products containing alcohol

The labelling of Demeter products containing alcohol shall follow the regulations below, until a decision in principle has been made by Demeter International:

4.5.2.1 Labelling with the new Demeter trademark logo

The labelling of Demeter products containing alcohol, with the new Demeter trademark logo, must comply with 4.1 (Table: General labelling of products containing Demeter ingredients) and 4.3 (Table: Particular forms of labelling Demeter products) once the corresponding Demeter processing standards have been published.

4.5.2.2 Labelling with the Demeter seal

Labelling with the Demeter seal (see 4.2) is allowed once the use of the seal has been approved at international level.

4.5.2.3 Labelling of raw materials with the old version of the stylised word “Demeter” (optional)

Labelling of beer and wine containing alcohol, indicating that the raw materials are of Demeter quality, must meet the following prerequisites. The product must:

- conform to the Demeter processing standards
- consist of at least 95% of certified organic ingredients and
- meet the requirements of EU 2092/91 or equivalent regulations and
- have 50 % to 90 % of the total ingredients in Demeter quality.

The previously used Demeter stylised word can be used to distinguish Demeter raw materials.

4.5.3 Labelling of Demeter cosmetics

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

4.5.3.1 Labelling with the new Demeter trademark logo

- 1) Normal labelling with the new Demeter trademark logo (see 4.1) is allowable, with the following deviations from the required proportions of ingredients if:
 - at least 90 % of the product consists of Demeter ingredients and
 - the ingredient giving the product name is a Demeter ingredient.
- 2) Further to the above, labelling with the Demeter trademark logo is possible after an exemption has been granted (for a limited time period, following a simplified procedure) for products which have:
 - at least 50 % of the total product consists of Demeter ingredients, and
 - the ingredient giving the product name is not available as a Demeter ingredient,
 - at least 90 % of the product consists of organically certified ingredients,

- proof is supplied that the Demeter ingredient is unavailable, and that instead ingredients of “in conversion to Demeter” or of certified organic origin have been used. This variation from the normal proportion of Demeter ingredients required in order to label cosmetics as Demeter (see 4.1.1) is to be indicated in a footnote in an appropriate place on the label (see 4.1.2).

3) Demeter labelling in the ingredients list in the same type face (font and size) as the remaining text (see 4.1.3) can be used with the following relaxation in the required proportions of ingredients if:

- At least one Demeter ingredient is present, and
- At least 50 % of the product consists of certified organic ingredients.

The word “*demeter*” is to be written in lower case, italic letters and with bold type face.

All ingredients must be declared in the ingredients' list. The declaration shall follow the CTFA (Cosmetic Toiletry Fragrances Association) System. As far as possible the name of the ingredients shall be in the language of the country, or a translation listed in parallel.

4.5.3.2 Labelling with the Demeter seal

The Demeter seal may be used as a label (see 4.2) once its use has been regulated at international level.

4.5.3.3 Labelling using the old stylised word Demeter (optional)

The labelling of cosmetics with the previously used form of the word Demeter must conform to the following requirements:

1. Prominent declaration as Demeter cosmetics (e.g. *demeter*-roseoil) is allowed when
 - the ingredient giving the name is Demeter certified, and
 - more than 90% of the total ingredients are Demeter certified.
2. The Demeter-trademark can be used in the product name referring to a raw material (e.g. Roseoil from *demeter* roses) if
 - the ingredient giving the name is Demeter certified,
 - at least 50 % of the ingredients are Demeter certified and
 - at least 90 % of the ingredients are organically certified.
3. The Demeter-trademark can be used in the ingredients' list or in the label text, if
 - at least one ingredient is Demeter
 - at least 50 % of the ingredients are organically certified.

All ingredients must be declared in the ingredients' list. The declaration shall follow the CTFA (Cosmetic Toiletry Fragrances Association) System. As far as possible the name of the ingredients shall be in the language of the country, or a translation listed in parallel.

4.5.4 Labelling of textiles from Demeter wool or Demeter fibres

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.

4.5.4.1 Labelling with the new Demeter trademark logo

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

4.5.4.2 Labelling with the Demeter seal

Labelling with the Demeter seal (see 4.2) is possible when the use has been agreed to at international level.

4.5.4.3 Labelling of raw materials using the old stylised word Demeter

Labelling of textiles from Demeter wool or other Demeter fibres indicating the use of Demeter raw materials shall comply with the following regulations. The product must:

- have been processed according to the Demeter processing standards and
- comply with the General Standards for Membership of the Natural Textile Working Group (version 2.4)

The Demeter raw materials can be indicated using the old stylised word Demeter.

5. Implementation date

There is no date by which implementation shall be complete. Each country can determine this period for the area under their jurisdiction.

June 2004

For the Board of Demeter International

Thomas Lüthi, President