

Sales and Distribution Requirements

Sales of Demeter and biodynamics products

Safeguarding the integrity of Demeter and Biodynamic products is in the common interest of all users of our trademarks. The trust that the consumer puts in our brand must be justified and our system of contracts and certification has been developed for this purpose.

The conditions for the sales of Demeter and Biodynamic products are underpinned in three legally binding areas:

- Trademark rights
- Standards verified by inspection/certification
- Distribution principles relevant to each market.

Consequently, all licensees must supply Demeter labelled products only to:

1. Processors, wholesalers and traders with a Demeter contract.
2. If sales are international, the licensee will ensure that the customer has a Demeter contract with the appropriate certification organisation and that the distribution strategy of the customer country is respected (please see the list below).
3. Traders with a Demeter contract (see below for requirements for traders).
4. Traders without a Demeter contract only if the products are already finally packed and labelled and the distribution strategy of the country is respected
5. The retail trade and final consumers including restaurants and caterers.
6. The Licensee is encouraged to give preference to marketing through “quality-oriented retail shops”.

If you have any questions, please contact the respective country organisation.

<https://www.demeter.net/demeter-international/members-guest-members>

Traders requiring a contract:

- As soon as a trader is using the trademarks Demeter/Biodynamic for any advertising or on its website, this trader needs a contract with the respective Demeter organization. Please inform your clients accordingly.
- As soon as a trader is packaging products in his name or his name is added to the label, he needs a contract (e. g. “imported by xyz” or “distributed by xyz”).
- As soon as a trader is dealing with bulk products or fruit boxes (i.e. bananas), he needs a contract.
- As soon as a trader handles vegetables or fruits that are traded not in end-consumer packaging, he needs a contract.

The Demeter community is striving for fairness in the economic field. Every Demeter licensee is requested to consider the effects that his activities in the market have for the other participants active there.

Countries with Specific Distribution Principles

Demeter Germany:

Demeter e.V., Brandschneide 1, 64295 Darmstadt, Germany
Phone: +49 6155/84690, info@demeter.de, www.demeter.de

Demeter Austria:

Demeter Österreich, Theresianumgasse 11, 1040 Wien, AUSTRIA
phone +43 18794701, info@demeter.at, www.demeter.at

Demeter Italy:

Demeter Associazione Italia, Strada Naviglia 11/A, 43122 Parma, ITALY
phone +39 0521776962, info@demeter.it, www.demeter.it

Demeter France:

Association Demeter France, 7 rue Edouard Richard, 68000 Colmar, FRANCE
phone +33 389414395, contact@demeter.fr, www.demeter.fr

Demeter Netherlands:

Stichting Demeter, Diederichslaan 25d, 3971 PA Driebergen, THE NETHERLANDS
phone +31 343522355, info@stichtingdemeter.nl, www.stichtingdemeter.nl