

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 with a Demeter contract.
2. Traders with a Demeter contract (see below for requirements for traders).
3. Traders without a Demeter contract only if the products are already finally packed and labelled and the distribution strategy of the country is respected (see below for countries with a distribution strategy).
4. The retail trade and final consumers including restaurants and caterers.
5. 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/contacts/contacts-worldwide/>

Traders requiring a contract if any of the following apply:

- They use the trademarks in advertising or on websites. Please inform your clients accordingly.
- They package products in their own name or their name is added to the label, (e. g. “imported by xyz” or “distributed by xyz”).
- They deal with bulk products or fruit boxes (i.e. bananas)
- They handle 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.

Please note that there are specific requirements for the sales and trade of bananas, a separate document is available on request.

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 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

Demeter Switzerland:

Schweizerischer Demeter Verband, Krummacker 9, 4600 Olten, SWITZERLAND
phone +41 617069643, info@demeter.ch, www.demeter.ch