

# Sales and Distribution Requirements for Demeter bananas

## Minimum price for Demeter bananas

- From 1.1.2022 onwards, Demeter bananas cannot be sold below the minimum price.
- The minimum price is set for EXW (All production and packing costs are included, except the cost for the packaging material) and FOB (Packaging material costs are carried by the exporter).
- The implementation of the minimum price will be reviewed each quarter in connection with the turnover announcement and includes all potential discounts (except based on qualitative defaults) and marketing contributions.
- The minimum price will be inspected randomly during producer and exporter inspections.
- If minimum prices are not respected, this will lead to cancellation of the Demeter contract.
- This minimum price also applies to produce which is “Demeter in conversion”
- This price includes a social contribution of 50 ct

## Social contribution

- The share of 50ct must be used to improve the social situation
- Up to 50% of this amount can be used for salary increase as a first step towards living wages.
- The remaining amount must be used for social improvement projects. The use of the social contribution must be reported to the Biodynamic Federation in January of the following year.

## Sales of Demeter bananas

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
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/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](mailto:info@demeter.de), [www.demeter.de](http://www.demeter.de)

#### Demeter Austria:

Demeter Österreich, Theresianumgasse 11, 1040 Wien, AUSTRIA  
phone +43 18794701, [info@demeter.at](mailto:info@demeter.at), [www.demeter.at](http://www.demeter.at)

#### Demeter Italy:

Demeter Associazione Italia, Strada Naviglia 11/A, 43122 Parma, ITALY  
phone +39 0521776962, [info@demeter.it](mailto:info@demeter.it), [www.demeter.it](http://www.demeter.it)

#### Demeter France:

Association Demeter France, 7 rue Edouard Richard, 68000 Colmar, FRANCE  
phone +33 389414395, [contact@demeter.fr](mailto:contact@demeter.fr), [www.demeter.fr](http://www.demeter.fr)

#### Demeter Netherlands:

Stichting Demeter, Diederichslaan 25d, 3971 PA Driebergen, THE NETHERLANDS  
phone +31 343522355, [info@stichtingdemeter.nl](mailto:info@stichtingdemeter.nl), [www.stichtingdemeter.nl](http://www.stichtingdemeter.nl)