



TS31 (EC)v04en\_Food Labelling

# FOOD LABELLING

## Guidelines n°31:

## **RULES ON LABELLING ORGANIC FOODSTUFFS**

According to Ecocert Organic Standard (EOS)

The guidelines apply to all food products; with regards to animal feed, please refer to Guidelines N°26.



## I. Reference to the organic production method

References to “organic” or derivative terms (bio, org, ecologic, ...) are prohibited in the following cases:

- ✓ On labels of non-organic products
- ✓ On labels and advertising of products containing, composed of or derived from GMO

Mandatory statements are set out in general EU regulations (notably Directive 2000/13/EC relating to the labelling, presentation and advertising of foodstuffs) and in regulations related to specific foodstuffs.

According to the certification category the product belong to, references to organic farming are different (for further details on categories and composition rules for foodstuffs, please refer to Guidelines n° 30).

### A. « Organic » products (unprocessed agricultural products and foodstuffs containing at least 95% agricultural organic ingredients) (D.8.4 (a))

**Sales description**: references to organic farming may be used in the sales description of the product and displayed anywhere on the label.

**List of ingredients**: organic nature of the designated ingredients has to be specified.

### B. Foodstuffs containing a variable percentage of organically produced ingredients (D.8.4 (b))

**Sales description**: no reference to “organic” may be included in the sales description of products in this category.

**List of ingredients**: references to organic farming may only be used in the ingredient list providing the following requirements are met.

The organic nature of the designated agricultural ingredients has to be specified and the total percentage of organic ingredients in proportion to the total quantity of ingredients of agricultural origin has to be indicated.



## C. Products mainly containing ingredients of fishing or hunting of wild animals (D.8.4 (c))

**Sales description:** The organic origin of the designated agricultural ingredients may be displayed in the same visual field as the sales description (provided all other ingredients of agricultural origin are organic, otherwise the product falls into the product type as per section B above).

E.g. sardine with olive oil, organic oil

**List of ingredients:** The "organic" status of the designated agricultural ingredients, as well as the total percentage of organic ingredients in proportion to the total quantity of ingredients of agricultural origin, both have to be displayed.

## D. In-conversion products of plant origin (D.8.4 d))

**Sales description:** unprocessed or processed products containing one single in-conversion plant ingredient of agricultural origin may bear the statement « **Produced under conversion to organic farming** »

The statement must be printed in a colour, size and font style that does not make it stand out more than the sales description of the product. Furthermore the same font size must be used to print the whole statement (e.g. the following statement « product under conversion to ORGANIC farming » would be prohibited)

## E. Specific case: Wine and wine vinegar (D.8.8)

Please refer to Chapter VI in Guidelines N° 34.

## II. Logos

### A. EU logo



#### 1. Scope:

EU logo may only be used for the following products:

- ✓ Unprocessed agricultural products
- ✓ Foodstuff containing at least 95% of agricultural organic ingredients
- ✓ Organic products of the wine sector



The logo is mandatory since 1st July 2010 on the packaging of **pre-packaged** food manufactured within the EU; it remains optional for products imported into the EU from third countries.

On the other hand, EU logo may not be used for the following products:



- ✓ Products containing a variable percentage of agricultural organic ingredients
- ✓ Products containing mostly ingredients from hunting or fishing
- ✓ Products in-conversion to organic farming
- ✓ Wine/wine vinegar “made with organic/in-conversion grapes”

## 2. Terms of use: geographic origin of agricultural raw materials

Where the EU logo is used, the location where the agricultural raw materials (organic and non-organic) of the product have been farmed must be displayed as follow:

→ « **EU Agriculture** » where the agricultural raw material has been farmed in the EU

→ « **non-EU Agriculture** » where the agricultural raw material has been farmed in third countries outside the EU

→ « **EU/non-EU Agriculture** » where part of the agricultural raw materials has been farmed in the EU and a part of it has been farmed in a third country

The above references must be displayed on the label immediately below the code number of the Control Body and in the same visual field as the EU logo.

## 3. Graphic charter (according to Annex XI of REC N° 889/2008)

### Colour:

- ✓ Green Pantone N° 376 and Green (50% cyan + 100% yellow) when a four-colour process is used or
- ✓ Black and white if not applicable in colour or
- ✓ Where there are indications in a single colour on the packaging, the logo may be used in the same colour

When associated to national or private logos using a different shade of green (e.g. French AB logo), the EU logo may be printed in the same shade as the other logo.

### Sizes:

Height of at least 9 mm and a width of at least 13.5 mm (height of 6 mm and width of 9 mm for very small packages)



Various EU logo formats as well as a user guidelines and Q&A may be downloaded from the European Commission website at: [http://ec.europa.eu/agriculture/organic/eu-policy/logo\\_en](http://ec.europa.eu/agriculture/organic/eu-policy/logo_en)

The actual Community logo « euro-leaf » has been published in the Official Journal of the European Union in March 2010 (EU regulation no.271/2010), it replaces previous logo:



## B. National or private logos

These logos may be used on labels of products complying with EOS in accordance with terms of use.

E.g. AB logo in France



## III. References to the Control Body (CB)

### A. Mandatory reference to the Control Body of the last processor

The reference code number of the Control Body (CB) of the operator who has carried out the most recent production or preparation operation must be displayed on labels. (NB: packaging and labelling are also preparation operations). The reference may be supplemented by the name and address of the CB but in all cases the reference code number is mandatory.

The reference code number of the CB must be displayed on labels of all certified products whatever their certification group may be (organic, with a variable percentage, in-conversion...)

When the EU logo is used, the reference code number of the CB must be displayed in the same visual field as the logo.



A vendor controlled by another CB than the one of the last processor may also include a reference to his own CB but the kind of operations controlled by each CB must be clearly displayed:

E.g. « **processing certified by code number of manufacturer CB** » and « **distribution certified by code number and/or name of vendor CB** »

## **B. The reference code number of the CB**

Official reference code numbers of Control Bodies have been formally published by European Commission.

Four lists with code numbers have been issued:

- List of EU control bodies and authorities
- List of control bodies and authorities working under the system of import authorisations
- List of control bodies and authorities from equivalent third countries (Argentina, Australia, Canada, Costa Rica, India, Israel, Japan, New Zealand, Switzerland, Tunisia, USA).
- List of control bodies and authorities for the purpose of equivalence

The 2 first lists can be downloaded on the European Community website: [http://ec.europa.eu/agriculture/organic/consumer-confidence/inspection-certification\\_en](http://ec.europa.eu/agriculture/organic/consumer-confidence/inspection-certification_en)

The 2 last lists are mentioned respectively in Annexes III and IV of REC N° 1235/2008.



**For products certified according to EOS in third countries, 2 different code numbers exist for Ecocert SA depending on the import system into EU :**

- ✓ **For products certified in a country and belonging to one of the categories listed in Annex IV of REC N° 1235/2008, the code number is "AB-BIO-154"**
- ✓ **For the other products (imported in EU with an Import Authorisation) , the code number is "AB-BIO-602"**

**AB being to be replaced by the ISO code of the country where the control takes place.**

For ISO country codes, please check on ISO 3166 standards:  
[http://www.iso.org/iso/fr/english\\_country\\_names\\_and\\_code\\_elements](http://www.iso.org/iso/fr/english_country_names_and_code_elements)

For Europe (certification according to REC 834/07 and 889/08), the ECOCERT office code numbers are as follow:

|                           |   |
|---------------------------|---|
| ECOCERT Deutschland GmbH: | DE-ÖKO-024  |
| ECOCERT France SAS:       | FR-BIO-01   |
| ECOCERT Portugal:         | PT-BIO-02   |
| SC ECOCERT SRL (Romania): | RO-ECO-007  |
| ECOCERT SA (Spain):       | ES-ECO-010-AR (Aragon)<br>ES-ECO-010-AN (Andalusia) |

For equivalent third countries, the code numbers of ECOCERT offices in India, Tunisia and Japan, USA and Canada are:

|                                |            |
|--------------------------------|------------|
| ECOCERT India Private Limited: | IN-ORG-005 |
| ECOCERT SA Tunisia:            | TN-BIO-001 |
| ECOCERT Japan Ltd:             | JP-BIO-006 |
| ECOCERT SA :                   | US-ORG-010 |
| ECOCERT Canada:                | CA-ORG-006 |

For further information on the export requirements of organic products from third countries into the EU, please refer to Guidelines N° 29.



## IV. Label Examples

### A. « Organic » Product

Vegetable soup with 1% of non-organic Peruvian peppers (*Schinus molle L.*)  
(Listed in Annex IX of EOS).

Case 1: Manufactured in France (with vegetable coming from EU), Certified by ECOCERT SAS

List of ingredients:  
vegetable\* (potato\*,  
carrot\*, onion\*, celery\*),  
water, salt, pepper.

\* Organic ingredients

Vegetable Soup

BIO



Certified by ECOCERT SAS  
F.32600  
**FR-BIO-01**  
**EU Agriculture**

99% of agricultural ingredients  
from organic farming

Corporate name + address of the company

**In red:** Mandatory references

Case 2: Manufactured in Morocco (with vegetable coming from EU and Morocco), certified by ECOCERT SA

List of ingredients:  
vegetable\* (potato\*,  
carrot\*, onion\*, celery\*),  
water, salt, pepper.

\* Organic ingredients

Vegetable Soup

BIO



Certified by ECOCERT SA  
F.32600  
**MA-BIO-154**  
**EU / non-EU Agriculture**

99% of agricultural ingredients  
from organic farming

Corporate name + address of the company

**In red:** Mandatory references



**B. Product with a variable organic percentage**

Muesli with 6% of non-organic macadamia nut (94% organic product), manufactured in Turkey by an operator certified by ECOCERT SA

# Müesli

*Honey and cereals*



**List of ingredients :** wheat flakes\*, honey\*(15%), oat flakes\*, flaxseed\*, flaked almonds\*,raisins\*, macadamia nut, hazelnuts\*

**\*94 %** of agricultural ingredients from organic farming

Certified **TR-BIO- 154**

**Corporate name + address of the company**



**In red:** Mandatory references



**C. Products containing mostly ingredients from fishing**

Tuna (wild fishing) with organic olive oil and capers (30%) manufactured in Ecuador certified by ECOCERT SA

# TUNA



Certified by ECOCERT SA **EC-BIO--154**

**Corporate name +address of the firm**

*With organic olive oil and capers*

**Ingredients :**

**Tuna, olive oil\*, capers\*.**

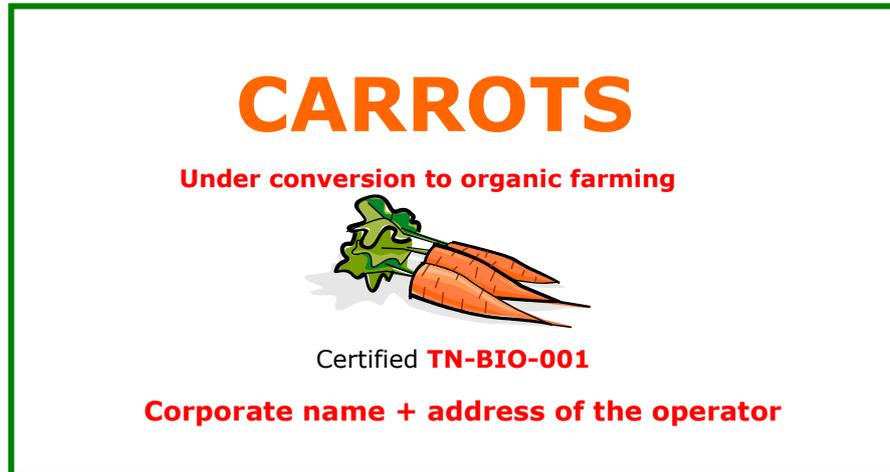
**\*30% of agricultural ingredients coming from organic farming**

**In red:** Mandatory references



## D. Product conversion to organic farming

In-conversion carrots produced and packaged in Tunisia, certified by ECOCERT SA Tunisia



**In red:** Mandatory references



## V. Definitions

### **Ingredient** (as per Directive 2000/13/EC)

Means any substance, including additives, used in the manufacture or preparation of a foodstuff and still present in the finished product, even if in altered form.

Within a given food products, if a primary ingredient consist in a combination of several secondary ingredients, the latter have to be listed on the ingredients list of the designated food product.

However, food additives and enzymes incidentally present in a food product due to the fact that they were present in one or several ingredients of the food, are not considered as ingredients, providing they do not have any technological effect on the finished product.

### **Labelling**

Means any terms, words, particulars, trademarks, brand name, pictorial matter or symbol relating to and placed on any packaging, document, notice, label, board, ring or collar accompanying or referring to a product.



## **Preparation**

Means the operations of preserving and/or processing of organic products, including slaughter and cutting for livestock products, and also packaging, labelling and/or alterations made to the labelling concerning the organic production method.

## **VI. References and EOS**

|                                    |  |
|------------------------------------|--|
| D.8.4:                             | References to organic farming                    |
| D.8.5 :                            | Mandatory references                             |
| D.8.5 (b) + Annexe XI RCE 889/08 : | EU Logo  |
| D.8.5 (a) and (c):                 | CB code number and place of origin               |
| D.8.4(d) :                         | Labelling in-conversion products of plant origin |

**Documents available upon request to ECOCERT or to be downloaded from our website [www.ecocert.com](http://www.ecocert.com)**

