
3.15 Use of our logo and the EU logo

- 3.15.1 You must submit copies of all labels, artwork and proofs to us for approval before printing and use and if required to do so stop using any claims, statements or logos that are unacceptable or considered misleading by us.
- 3.15.2 You must immediately discontinue using our logo and the EU logo on related artwork and advertising material on withdrawal of your certificate. Any reference to organic accreditation by us must be removed from all documents in your possession.
- 3.15.3 You must discontinue use of our logo and the EU logo or any claim of compliance to our Standard with immediate effect if you are temporarily unable to comply with this Standard.
- 3.15.4 You must not use our logo and the EU logo in relation to products unless listed on your valid certificate and trading schedule.
- 3.15.5 You may use the EU logo on products you have manufactured, including animal feeds, if the content is 95% organic or over.

Organic Food Federation logo

- 3.15.6 Our logo is a mark of recognition showing compliance to our Standards but is not a mandatory requirement. We will send copies of our logo to you on request.
- 3.15.7 You may only use our logo on products you have manufactured, including animal feeds, if they comply with this Standard.
- 3.15.8 You may, in addition, use our logo on your advertising material, company stationery, promotional literature and your website subject to our approval.
- 3.15.9 You must ensure our logo is not larger than the EU logo when used together.
- 3.15.10 If your product is approved for use in organic systems by us, you are eligible to use our approved product logo.

Our Control body code

- 3.15.11 You must include our UK allocated code in the format “GB-ORG-04”.

Statement of agricultural origin

- 3.15.12 You must use the following statements of agriculture which are mandatory on products produced in GB:
 - ‘UK Agriculture’ – where the agricultural raw material has been farmed in the UK.
 - ‘UK/non-UK Agriculture’ – where a part of the agricultural raw materials has been farmed in the UK and a part of it has been farmed in a third country.
 - ‘Non-UK Agriculture’ – where the agricultural raw material has been farmed in third countries.
- 3.15.13 You may replace the UK/Non-UK references or supplement these with a country in the case where 98% of organic agricultural raw materials have been farmed in that country, for example:

- Scottish salmon could be labelled as “Scottish Agriculture”
- Welsh lamb could be labelled as “Welsh Agriculture”.

- 3.15.14 You may if using the EU Leaf Logo just use one statement of agricultural origin if 98% of organic agricultural raw materials are from a specific country, for example: adding “UK Agriculture” or ‘Welsh/Scottish/English Agriculture’ would fulfil the UK and EU rules on statement of agricultural origin.
- 3.15.15 You must under Retained Regulation 889/2008 place the statement of agricultural origin immediately below the control body code.
- 3.15.16 You must where the optional EU logo is used place the EU statement of agricultural origin in the same visual area of the logo. (See examples below).
- 3.15.17 You must also ensure any labelling rules when exporting to other third countries are considered.
- 3.15.18 You do not require statements of agricultural origin on products containing less than 95% organic ingredients, or on bulk labels. If a product is only sold in non-EU third countries, and not destined for UK or EU markets, the UK statement of agricultural origin may not be required, although the product will need to meet the country of destinations labelling requirements.

Inclusion of the EU Logo

- 3.15.19 Note - From 1st January 2021 and whilst the UK-EU Trade and Cooperation Agreement is in place (currently until 31st December 2023); the EU organic logo will be optional on organic products produced in GB.
- 3.15.20 You may use the EU logo for all pre-packaged food with over 95% organic content, but it is not mandatory. If the logo is used the organic product must meet the EU organic rules, including labelling requirements. This includes our code and EU statement of agricultural origin being placed in the same visual area of the logo.
- 3.15.21 You must not use the logo if less than 95% of the content of agricultural ingredients of a product has been produced organically.
- 3.15.22 You may use the EU logo on a voluntary basis on non-pre-packaged 95% organic products that originate from outside the UK or that are imported from third countries.
- 3.15.23 For further information on the use of the EU logo and for copies of the logo please see the website listed below:

The website below shows the logo:

http://ec.europa.eu/agriculture/organic/files/eu-policy/logo/user_manual_logo_en.pdf

Transition period for labelling

- 3.15.24 Note - The above labelling changes apply from 1st January 2021 and any new labels printed should comply with the new labelling requirements.
- 3.15.25 Note - There is a 21-month transition period for labelling in GB, so where operators are using up existing labelling, they can continue to use these labels until 30th September 2022.

EU logo design specification

3.15.26 You must comply with the following points and the model shown when using the EU logo.

- i. The logo should appear in light green pantone 376, CMYK 50/0/100/0 and RGB 169/201/56 but may also appear in black and white where a colour form is not practical.
- ii. You may also use the black and white symbol as shown only where it is not practical to apply in colour.
- iii. On dark packaging the logo may appear in negative format using the packaging colour instead of white.
- iv. If packaging is in a single colour, then the logo may also appear in that colour rather than in green or black and white.
- v. If a symbol is used in colour on a coloured background, which makes it difficult to see, a delimiting outer line around the symbol can be used to improve contrast with the background colours.
- vi. The Organic logo of the EU shall comply with the model below:



- vii. The minimum height is 9mm. The height/width ration is 1:1.5 so minimum width is 13.5mm. For exceptionally small packaging such as small sweets the logo may be used with a height of 6mm. In such cases other logos should not appear larger than the EU logo, such use would be seen as evidence of misuse of the exception.
- viii. Other graphical or textual elements may be used along with the logo, i.e. national or private logos but they must not interfere with the logo or any of the required indications.
- ix. If a national or private logo is green then that colour green may be used for the European logo as well.
- x. You must ensure that the logo and our certification code are placed together. You may place them anywhere on the pack provided they are in a conspicuous place that is easily visible, clearly legible and indelible.

Required Wording

- i. All products packed and or labelled by our operators must carry our code.
- ii. The code for the Organic Food Federation is GB-ORG-04.
- iii. Our code must appear on labels in exactly that format in the same visual field as the EU logo.
- iv. You must indicate where the raw materials originate from where the Community logo is used as follows:
 - '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.
 - 'EU/non-EU Agriculture' where part of the agricultural raw materials has been farmed in the Community and a part of it has been farmed in a third country.
- v. If 98% of the agricultural materials have been farmed in only one country, the name

of this specific country, in or outside the EU, can be indicated instead.

vi. Examples of the use of the logo:



3.15.27 You may if you include the EU organic logo, and the statement of agricultural origin meets the 98% rule detailed above, have a single statement of agricultural origin which meets both the UK and EU requirements - for example



3.15.28 You must, if you include the EU organic logo, but the statement of agricultural origin does not meet the 98% rule detailed above, include both the GB statement of agricultural origin ('UK' or 'Non-UK Agriculture') and the EU statement of agricultural origin ('EU' or 'Non-EU Agriculture') separately.



3.16 Labelling

- 3.16.1 You must label products produced to this Standard as organic and use our code GB-ORG-04.
- 3.16.2 You must clearly label organic products at all times with an accurate description of the product and the label must not be misleading.
- 3.16.3 You must ensure that labelling is clear, concise and complies with all relevant UK legislation.
- 3.16.4 You must only describe products as organic and market them as organic products if the composition of the product is 95% organic or over.
- 3.16.5 You must ensure that your organic products are labelled stating:
 - i. Your name and address and, where different, the owner or seller of the product.
 - ii. The name of the product or a description of the compound feeding stuff accompanied by a reference to the organic production method.
 - iii. Our name and / or the code number.
 - iv. Where relevant the product should be labelled with an identification mark to enable

traceability of the product to its manufacturer eg batch code, or use by / best before date.

- 3.16.6 If less than 95% of the content of agricultural ingredients has been produced organically the term organic can only be used to refer to the ingredients which have been organically produced in the list of ingredients on the product label. The ingredients list must also carry a declaration of the proportion of the content of organic agricultural ingredients.
- 3.16.7 You must use the reference GB-ORG-04 on all labels for products certified by us. This includes dispatch, transport and delivery documents.
- 3.16.8 You must not use our code if you import without breaking bulk. However, in these circumstances you may use our logo. Your labels must include the code of the certifier who licences the last process from the country of origin, for example EcoCert, AB Cert, etc.
- 3.16.9 You must use our code if you import and break bulk or carry out a further processing operation. You may also use our logo.