The German Bio-Siegel – Brand protection until 2021 – Manual and decision aid

For reasons of data protection, only the information (number of products of a certain product group) of those companies shall be published that agreed to such publication when they notified their products.

Retailers who sell products bearing the Bio-Siegel directly to the final consumer and who do not label or prepare such products according to the EU legislation on organic farming or who have such labelling or preparation done by third parties, need not register.

Guidelines on graphic design
Bio-Siegel artwork in the most common file formats as well as information regarding label design and usage on packaging, on presentation material and on other items used for sales promotion are available online at www.biosiegel.de. They can also be ordered by e-mail or on CD-ROM from the Bio-Siegel Information Service at the Federal Office for Agriculture and Food (BLE) in Bonn.

Layout and design shall meet the rules provided by the EU Eco Labelling Regulation, i.e. labels must be graphically designed as follows:

- The Bio-Siegel must have a minimum size of 10 mm and a maximum size of 33 mm. Its size is measured from the outer left to the outer right corner of the green frame. However, the minimum width may only be used in an extent where the size of the Bio-Siegel “B” does not exceed 60 % of the largest letter contained in the product title. If only the minimum size is used, the “60% rule” need not be observed.
- In case of a coloured background, the Bio-Siegel, in its original colour, must be surrounded by a white contour of the same size as the green frame. The spatial relation of words and graphic elements must not be modified.
- The Corporate Design Manual for the uniform use of the Bio-Siegel provides guidelines on the usage of signs, graphic indications and samples (e.g. on the option “adjusted colours” or “transparent background”). The Corporate Design Manual is available, together with the above-mentioned CD ROM, from the Bio-Siegel Information Service. It can also be downloaded as a pdf-file at www.biosiegel.de.

The Bio-Siegel for promotional purposes
Please note that, in case of items for sale promotion or advertising, there should always be a direct connection with the organic foods, offered at the point of sale. In that case, there is no obligation to use the Bio-Siegel. Yet, the juxtaposition according to which the respective products may bear the Bio-Siegel continues to apply accordingly. Also, there is no obligation to use the Bio-Siegel, if other organic food items are offered, may bear the Bio-Siegel. The Bio-Siegel may also be used on ceiling danglers, hanging signs or shop window stickers. For these purposes, the characteristic size mentioned may be exceeded.

What about other current eco labels?
The Bio-Siegel replaces neither the signs, logos or labels of organic producer organisations nor trademarks or product labels. They may be used in addition to the blocking EU Bio logos. Except for the basic information conveyed by the Bio-Siegel, producers and suppliers may communicate the additional services connected to or offered by their products through target group-oriented, product specific or sales promoted marketing concepts.

Unlawful use of the Bio-Siegel
Food items that bear the Bio-Siegel unlawfully may be withdrawn from the market. In addition, the blocking Bio logos provide administrative fines of up to 20,000 Euros.

The Bio-Siegel is a brand protected with the German Patent and Trademark Office until 2021. Resulting private claims for injunction or indemnity shall be pursued by the trademark owner, the Federal Ministry of Food and Agriculture.

Information on the internet
www.bmel.de – a strong agricultural sector – Sustainability and organic farming
Consolidated versions of EU regulations on organic farming, the Eco Labelling Law and the Eco labelling Regulation
wwwublisher.de – Information on organic farming
www.bio-siegel.de – For information on how to use the label, Bio-Siegel data base, online registration Support and consultation:
Information Centre Bio-Siegel
Federal Office of Agriculture and Food
Sub-Division 521
53168 Bonn, Germany
Telephone: +49 228 6845-2200 | Telefax: +49 228 6845-3109
E-Mail: bio-siegel@ble.de | Internet: www.biosiegel.de

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The German
Bio-Siegel
Legal bases

The label may be used on the basis of the EU regulation 1402/2013 and its national implementation, as well as on the basis of the German Bio-Siegel law (Biologisches Gutachterzeichenverordnung, Biologische Gütesiegel-Verordnung, BGBl. I, p. 1070, 2014).

With respect to usage criteria, the EU legislation for organic farming provides for the following two criteria:

1. The label may be used on all food products with organic production, if the responsible authority (the organic control body) has certified the product as organic.
2. The label must be present on the product itself or on its packaging.

The requirements for the use of the Bio-Siegel are specified in the regulations of the respective study carried out by the University of Göttingen and published in spring 2013.1

Products that may be labelled

All non-processed agricultural products and agricultural products processed for human consumption, of agricultural origin and free of animal feedstuffs which fall within the scope of EC rules and regulations for organic production may be labelled with the Bio-Siegel. The same applies to products of aquaculture (e.g. fish from pond farming as well as algae). Principally, all ingredients of agricultural origin must stem from organic farming, while strict exception rules apply to up to 5% of such ingredients: they must either be listed in Annex IX of the EU regulation 834/2007 or must be considered to be “organic/biological wine” and must bear the EU Bio Logo. The German Bio-Siegel may be used only for products that may be labelled with the EU Bio Logo.

May importers bear goods imported in the EU Bio Logo?

No, any product produced and controlled according to the EU regulations on organic farming and any product imported from another EU member state (third countries) according to the current control regulations for organic farming may be labelled with the EU Bio Logo.

May the Bio-Siegel be used together with the EU Bio Logo?

Yes, as long as it has been notified in advance to the EU Member State in which it is produced or imported.

The Bio-Siegel must be used in the manner specified in the law, while the Bio-Siegel user has the right to use the Bio-Siegel. The same rule applies for the “organic/biological wine” and must bear the EU Bio Logo. The German Bio-Siegel may be used additionally. Study of those who were produced according to EU legislation on organic farming prior to 8 August 2012, may continue to bear the reference “wine made from organically produced grapes” and may be labelled with the Bio-Siegel for those stock run out. The EU Bio Logo may not be used in such products.

Products from fishing have to be labelled fishing if non-processed organic products and not just can be labelled with the Bio-Siegel. This also applies to medical and cosmetic products not included in or subject to EU legislation on organic farming. Neither fish nor fish by-products which have been worked with scenery and general admixture are non-processed organic products produced during the transition period to organic farming or may be labelled with the Bio-Siegel.

Steps on the way towards using the Bio-Siegel

As soon as the control procedure has been successfully concluded by an independent and impartial inspection body, the respective product user shall receive an automatically generated e-mail to confirm the successful registration or notification of the products concerned. Irrespective of how a product was notified/registered, the Bio-Siegel user shall receive computer-generated data for the registered products in the database. This database is monitored and supervised by the Bio-Siegel Service Centre for the Federal Office for Agriculture and Food (BLE) in Bonn. During the process, the label design containing the Bio-Siegel, its sample and its celebration are not registered.

In writing:

To bio-siegel@ble.de, indicating an administrative code number assigned. Data can be updated or corrected while the data base can also be made live to manage products by having contact with our e-mail address and the administrative code number. This is the easiest and fastest method to register products.

By using the website www.biosiegel.de, you can find the form “Notification of products labelled with the Bio-Siegel” and the form “Notification of products labelled with the EU Bio Logo”. Required information is the complete product label data and the data base. By using the website www.biosiegel.de, you can find the form “Notification of products labelled with the Bio-Siegel” and the form “Notification of products labelled with the EU Bio Logo”. Required information is the complete product label data and the data base. Further information can be found on the website www.biosiegel.de, the Bio-Siegel Information Service and the Bio-Siegel Inservice for Food Products.

Ways to register

Online

By the website www.biosiegel.de or “Notification of products labelled with the Bio-Siegel” on its left if registration was successful, an administrative code number and the assigned administrative code number. Electronic labels of the Bio-Siegel can be uploaded directly or via e-mail to be registered.

By using the website www.biosiegel.de, you can find the form “Notification of products labelled with the EU Bio Logo” and the form “Notification of products labelled with the EU Bio Logo”. Required information is the complete product label data and the data base.

Notifications of the products concerned are entered within the database and users may register new products by logging in with their e-mail addresses and the associated passwords. This is the easiest and fastest method to register products.

By writing:

To bio-siegel@ble.de, indicating the administrative code number assigned. Data can be updated or corrected while the data base can also be made live to manage products by having contact with our e-mail address and the administrative code number. This is the easiest and fastest method to register products.

By registering:

As soon as the control procedure has been successfully concluded by an independent and impartial inspection body, the respective product user shall receive an automatically generated e-mail to confirm the successful registration or notification of the products concerned.

Clear labelling, unequivocal and visible at a glance, is essential for marketing sustainable products. Making commodities, such as food items, known or creating an image for them is not an easy task. Hence, legal and commercial advertising play a major role in food marketing. The point is to convey a catchy message, as rapid, as the consumer. Only a very small number of highly popular songs, books or products, which gained the trust of the industry and common sense, can meet this requirement.

The German Bio-Siegel is one of them.

It was introduced in September 2001 by the Federal Ministry of Food and Agriculture (BMEL) as a voluntary label for organic foods and has since then become one of the most widely-known and most frequently used logos in food labelling.

While over 90% of consumers in Germany know the Bio-Siegel, more than 50% trust its promise in food producers, distributors and importers the opportunity to make bio- or organic food interesting by presenting it in connection with a visually striking sign and to awaken or increase consumer willingness to successfully introduce and establish organic foods on the market. It also gives already established food producers, distributors and importers the opportunity to make bio- or organic food interesting by presenting it in a visually striking sign and to encourage consumers to purchase their products.

For the consumer, the Bio-Siegel is a guarantee of safety and quality. In the eyes of consumers, it expresses a commitment to integrity and quality that they can trust. It was introduced in September 2001 by the Federal Ministry of Food and Agriculture (BMEL) as a voluntary label for organic foods and has since then become one of the most widely-known and most frequently used logos in food labelling.

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Current labeling, communication and the role of the consumer is essential for promoting sustainable products, sharing experiences, such as word of mouth, keeping a council or image that there is no or few money, strong interconnects and advertising play a major role in food marketing. The point is to convey a message, either signed, in the signature. Only a very small number of highly popular signs, marks or symbols, which gain the trust and industrial culture, count, remain navist.

The German Bio-Siegel is one of them. It was introduced in September 2001 by the Federal Ministry of Food and Agriculture (BMEL) as a voluntary label for organic foods and has then become one of the most widely-recognized and most frequently used logos in food labeling.

As a protected logo for organic foods, the Bio-Siegel conveys the clear message that the minimum standards EU legislation provides for organic farming are met. Operators may use the Bio-Siegel voluntarily. Since the introduction of its protected status, the Bio-Siegel has become one of the most widely-known and most frequently used logos in food labeling.


In its applicable versions.

The label may be used on the basis of the Ecological labelling act in its version published on 20 January 2009 (Product Law Gazette, EBGBl. I, p. 90).

With respect to usage criteria, the Ecological labelling act refers to the requirements provided for by European Union legislation on organic farming (Regulation (EC) No. 834/2007 and the implementing rules in their applicable versions).

Given the tremendous positive feedback, trademark protection was extended until 2021.

Details on the layout and usage of the Bio-Siegel are laid down in the Ecological labelling Regulation. (EU) No. 889/2008 or, in duly substantiated cases, an exemption must have been granted by the competent authority.

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A direct reference to organic production must be made in daily menu lists.

Products that may be labelled

All unprocessed agricultural products and significant agricultural products processed or used for human consumption, or which are otherwise within the scope of EU legislation for organic farming may be labelled with the Bio-Siegel. The same applies to products of aquaculture (e.g., fish from pond farming as well as animal husbandry), and animal foodstuffs (e.g., fish feed), organic feedstuffs, organic vegetable products, meat and meat products, and eggs. Stocks of wine that were produced according to EU legislation on organic farming prior to 1 August 2009 (the date of the Bio-Siegel’s introduction), and the certificate according to Article 29 of Regulation (EC) 834/2007 (the Eco or Bio Certificate) may be used with the Bio-Siegel. The same applies to medical and cosmetic products not made in or subject to EU legislation on organic farming.

The label may be used on the basis of the Eco Labelling Law in its version published on 20 January 2009 (Product Law Gazette, EBGBl. I, p. 70).

With respect to usage criteria, the Ecological labelling act refers to the requirements provided for by European Union legislation on organic farming (Regulation (EC) No. 834/2007 and the implementing rules in their applicable versions).

See it at a glance: “If there’s Bio on it, there’s Bio in it!”

Achim Spiller, Head of the Office for Agriculture and Food (BLE) in Bonn. During the process, the label design containing the Bio-Siegel is sample tested for its color, style, or general appearance, and as the Eco Labelling Law, the label may be used with the Bio-Siegel. The same applies to medical and cosmetic products not made in or subject to EU legislation on organic farming. The label may be used on the basis of the Eco Labelling Law.

If the requirements for usage are not met in the case of Bio-Siegel, the Ecological labelling act prohibits the use of the logo and warning.

The labelling of organic or biological wine has been possible since 2012, if the vinification of the wine concerned has been certified as according to EU legislation on organic farming. The wine must be labelled as “organic” or “biological,” and must have the EU Bio Logo. The German Bio-Siegel may not be used additionally. The same applies to mineral substances nor agricultural products produced during the transition period to organic farming. The EU Bio Logo may not be used on these products.
Study by the University of Göttingen, Requirements to be met by a sustainable agro-industrial sector: “The consumer’s role.”

Presenting it in connection with a visually striking sign and to awaken or increase consumer willingness. The logo is a signal, not only for newcomers in organic farming, for organic food producers or for trade. Given the tremendous positive feedback, trademark protection was extended until 2021. Using it is simple and unbureaucratic.

See it at a glance: “If there’s Bio on it, there’s Bio in it!”

Achim Spiller

The labeling of organic or biological wine has been possible since the 2012 harvest, if the vinification and any foodstuffs that might have been added have been carried out according to EU legislation on organic farming. The wine must be labeled as “organic wine” and must have been submitted to EU inspection bodies.

May the Bio-Siegel be used together with the EU Bio Logo?

Yes. Any product produced and controlled according to EU legislation on organic farming and any product certified after 1 August 2009 (third countries) that meets the requirements is eligible. The same applies to products of aquaculture (e.g. fish from pond farming as well as algae). Principally, all ingredients of agricultural origin must stem from organic farming, while strict exceptions (e.g. feedstuffs which fall within the scope of EC rules and regulations for organic production) may be labelled with the Bio-Siegel. The same applies to products of aquaculture (e.g. fish from pond farming as well as algae). Principally, all ingredients of agricultural origin must stem from organic farming, while strict exceptions (e.g. feedstuffs which fall within the scope of EC rules and regulations for organic production) may be labelled with the Bio-Siegel. The same applies to products of aquaculture (e.g. fish from pond farming as well as algae). 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The same applies to products of aquaculture (e.g. fish from pond farming as well as algae).
Legal bases

The label may be used on the basis of the EU Ordinance on its basis as published in journal 2010/11/20 Niedersächsischer Gesetzeblatt [NGG], p. 710.

With respect to organic exports, the EU Ordinance establishes the requirements provided for by European Union legislation on organic farming (Regulation (EC) No. 889/2008 and the implementing rules therein applicable versions).

Products that may be labelled

All agricultural and horticultural products, and agricultural and horticultural processing products processed from these raw materials, which fall within the scope of the EC Ordinance and regulations for organic production may be labelled with the Bio-Siegel. The same applies to products of esparto (Agave sisalana) as well as to its processed form, and feedstuffs which fall within the scope of EC rules and regulations for organic production, while meat, meat products, and eggs comply with the same regulations. Contact the respective consumer protection authorities for further information.

Outlets, in restaurants, supermarket chains or catering facilities may also use the Bio-Siegel. Labelled items should only be obtained from operators that have been certified according to the EU Ordinance or the respective national or regional standards. Details on the layout and usage of the Bio-Siegel are laid down in the Eco Labeling Regulation [Öko-Kennzeichenverordnung, Öko-KennzVO] of 6 February 2002, last amended by regulation of 30 November 2009 (Federal Law Gazette, BGBl. I, p. 78).

Details on the layout and usage of the Bio-Siegel are laid down in the Eco Labeling Regulation which shall bear the Bio-Siegel.

Food that bears the Bio-Siegel must have been produced and prepared according to the respective rules and must be part of the control procedure of an approved inspection body. If these requirements are not met in the context of the Bio-Siegel, the food label carries the respective verifications and seals.

Foods that may be labelled with the Bio-Siegel are:

- All non-processed agricultural products and agricultural products processed for human consumption, or
- Mineral substances nor agricultural products produced during the transition period to organic farming. Neither foods nor feedstuffs which have been enriched with vitamins and other mineral substances nor agricultural products produced during the transition period to organic farming may be labelled with the Bio-Siegel. This also applies to medical and cosmetic products not included in or subject to EU legislation on organic farming. Neither foods nor feedstuffs which have been treated with sewage and manure which have not been collected and whose alleged organic content has not been properly documented, may be labelled with the Bio-Siegel.

May imported goods bear the Bio-Siegel?

Yes, any product produced and certified according to EU regulations on organic farming and any product imported from other EU member states (third countries) according to the guidelines import regulations may be labelled with the Bio-Siegel.

Steps on the way towards using the Bio-Siegel

1. Study by the University of Göttingen, Requirements to be met by a sustainable agro-industrial sector: “The consumer’s role.”
2. The ordinance was introduced in September 2001. By the Federal Ministry of Food and Agriculture (BMEL) as a voluntary label for organic foods.
3. The German Bio-Siegel is one of them.
4. While over 90% of consumers in Germany know the German Bio-Siegel, more than 50% trust its symbols which gained the trust of the industry and consumers alike.
5. A protected logo for organic foods, the Bio-Siegel conveys the clear message that the minimum standards EU legislation provides for organic farming are met. Operators may use the Bio-Siegel voluntarily as a protected logo for organic foods, the Bio-Siegel conveys the clear message that the minimum standards EU legislation provides for organic farming are met. Operators may use the Bio-Siegel voluntarily.
6. The German Bio-Siegel is one of them.
7. The Bio-Siegel is frequently used logos in food labelling.
8. The Bio-Siegel is frequently used logos in food labelling. It was introduced in September 2001 by the Federal Ministry of Food and Agriculture (BMEL) as a voluntary label for organic foods and has since then become one of the most widely-used and most frequently used logos in food labelling. This is the conclusion of the respective study carried out by the University of Göttingen and published in spring 2013.
9. The Bio-Siegel is frequently used logos in food labelling.
10. The German Bio-Siegel is one of them.
11. It was introduced in September 2001 by the Federal Ministry of Food and Agriculture (BMEL) as a voluntary label for organic foods and has since then become one of the most widely-used and most frequently used logos in food labelling. Using it is simple and unbureaucratic.
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May imported goods bear the Bio-Siegel?

Yes, any product produced and certified according to EU regulations on organic farming and any product imported from other EU member states (third countries) according to the guidelines import regulations may be labelled with the Bio-Siegel.

Steps on the way towards using the Bio-Siegel

1. Study by the University of Göttingen, Requirements to be met by a sustainable agro-industrial sector: “The consumer’s role.”
2. The ordinance was introduced in September 2001. By the Federal Ministry of Food and Agriculture (BMEL) as a voluntary label for organic foods.
3. The German Bio-Siegel is one of them.
4. While over 90% of consumers in Germany know the German Bio-Siegel, more than 50% trust its symbols which gained the trust of the industry and consumers alike.
5. A protected logo for organic foods, the Bio-Siegel conveys the clear message that the minimum standards EU legislation provides for organic farming are met. Operators may use the Bio-Siegel voluntarily as a protected logo for organic foods, the Bio-Siegel conveys the clear message that the minimum standards EU legislation provides for organic farming are met. Operators may use the Bio-Siegel voluntarily.
6. The German Bio-Siegel is one of them.
7. The Bio-Siegel is frequently used logos in food labelling.
8. The Bio-Siegel is frequently used logos in food labelling. It was introduced in September 2001 by the Federal Ministry of Food and Agriculture (BMEL) as a voluntary label for organic foods and has since then become one of the most widely-used and most frequently used logos in food labelling. Using it is simple and unbureaucratic.
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The German Bio-Siegel – Brand protection until 2021 –
Manual and decision aid

For reasons of data protection, only the information (number of products of a certain product group) of those companies shall be published that agreed to such publication when they notified their products.

Retailers who sell products bearing the Bio-Siegel directly to the final consumer and who do not label or prepare such products according to the EU legislation on organic farming or who have such labelling or preparation done by third parties, need not register.

Guidelines on graphic design
Bio-Siegel artwork in the most common file formats as well as information regarding label design and usage on packaging, on promotional materials and on other items used for sales promotion are available online at www.biosiegel.de. They can also be ordered by e-mail or on CD-ROM from the Bio-Siegel Information Service at the Federal Office for Agriculture and Food (BLE) in Bonn. Instructions that shall be used for the Bio-Siegel logo provided by the Bio-Siegel Labelling Regulations, i.e. labels, may be graphically designed as follows:

1. The Bio-Siegel must have a minimum size of 10 mm and a maximum size of 33 mm. It must be measured from the outer left to the outer right corner of the green frame. However, the maximum width may only be used to an extent where the size of the Bio-Siegel “B” does not exceed 60% of the largest letter contained in the product title. If only the minimum size is used, the “60% rule” need not be observed.

2. In case of a coloured background, the Bio-Siegel, in its original colour, must be surrounded by a white contour of the same size as the green frame. The spatial relation of words and graphic elements must not be modified.

3. The Corporate Design Manual for the uniform use of the Bio-Siegel provides guidelines on the usage of signs, graphic indications and samples (e.g. on the option “adjusted colours” or “transparent background”). The Corporate Design Manual is available, together with the above-mentioned CD-ROM, from the Bio-Siegel Information Service. It can also be downloaded as a pdf-file at www.biosiegel.de.

The Bio-Siegel for promotional purposes
Please note that, in case of items for use in promotion or advertising, there should always be a direct connection with the organic foods offered at the point of sale. If not, there is no obligation to do so. Yet, the perception according to which the respective products may bear the Bio-Siegel continues to apply accordingly, hence you shall decide for the Bio-Siegel labelling. In case of labelling, both price displays for the Bio products and edible, for instance, or whole organic food items are offered, may have the Bio-Siegel. The Bio-Siegel may also be used on ceiling danglers, hanging signs or shop window stickers. For these purposes, the minimum size mentioned above may be exceeded.

What about other current eco labels?
The Bio-Siegel replaces neither the signs, logos or labels of organic producer organisations nor trademarks or producer labels. They may be used in addition to the binding EU Bio Logo. Exempted from the “60% rule” may be used to an extent where the size of the Bio-Siegel “P” does not exceed 60% of the largest letter contained in the product title. If only the minimum size is used, the “60% rule” need not be observed.

Unlawful use of the Bio-Siegel
Food items that bear the Bio-Siegel unlawfully may be withdrawn from the market. In addition, the label labelling law provides administrative fines of up to 30,000 Euros.

The Bio-Siegel is a brand protected with the German Patent and Trademark Office until 2021. Resulting private claims for injunction or indemnity shall be pursued by the trademark owner, the Federal Ministry of Food and Agriculture.

Information on the internet
www.bmel.de – a strong agricultural sector – Sustainability and organic farming
Consolidated versions of EU regulations on organic farming, the Bio-Siegel labelling and the EU labelling Regulation
www.oekolandbau.de – Information on organic farming
www.biosiegel.de – For information on how to use the label, Bio-Siegel data base, online registration

Support and consultation:
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For reasons of data protection, only the information (number of products of a certain product group) of those companies shall be published that agreed to such publication when they notified their products.

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Guidelines on graphic design

Bio-Siegel artwork in the most common file formats as well as information regarding label design and usage on packaging, on promotional material and on other items used for sales promotion are available online at www.biosiegel.de. They can also be ordered by e-mail or on CD-ROM from the Bio-Siegel Information Service at the Federal Office for Agriculture and Food (BLE) in Bonn.

Layout and design shall meet the rules provided by the Bio Labeling Regulation, i.e. labels must be graphically designed as follows:

The Bio-Siegel must have a minimum size of 10 mm and a maximum size of 33 mm. Its size is measured from the outer left to the outer right corner of the green frame. However, the minimum width may only be used in an extent where the size of the Bio-Siegel “B” does not exceed 60% of the largest letter contained in the product title. If only the minimum size is used, the “60% rule” need not be observed.

In case of a coloured background, the Bio-Siegel, in its original colour, must be surrounded by a white contour of the same size as the green frame. The spatial relation of words and graphic elements must not be modified.

The Corporate Design Manual for the uniform use of the Bio-Siegel provides guidelines on the usage of signs, graphic indications and samples (e.g. on the option “adjusted colours” or “transparent back-ground”). The Corporate Design Manual’s availability, together with the information manual BIO 1000, here the Bio-Siegel Information Service. It can also be downloaded as pdf-file at www.biosiegel.de.

The Bio-Siegel for promotional purposes

Please note that, in case of items for sale promotion or advertising, there should always be a direct connection with the organic goods, offered at the point of sale. In that case, there is no obligation to advertise. Yet, the appearance according to the Bio-Siegel products may bear the Bio-Siegel continuously.

In case of advertising, both price displays for the Bio products and labels, for instance, on walls in organic food stores or offices, may bear the Bio-Siegel. The Bio-Siegel may also be used on selling displays, hanging signs or shop window stickers. For these purposes, the characteristic size mentioned above may be exceeded.

What about other current eco labels?

The Bio-Siegel replaces neither the signs, logos or labels of organic producer organisations nor trademarks or product labels. They may be used in addition to the binding EU Bio Logo. Exempted from this basic information conveyed by the Bio-Siegel, production and quality control as well as the additional services connected to or offered by their products through target group oriented, product specific, or sales point related marketing concepts.

Unlawful use of the Bio-Siegel

Food items that bear the Bio-Siegel unlawfully may be withdrawn from the market. In addition, the Bio labeling Law provides administrative fines of up to 30,000 Euros.

In case of a withdrawn, the Bio-Siegel, in its original colour, must be surrounded by a white contour of the same size as the green frame. The spatial relation of words and graphic elements must not be observed.

Unlawful use of the Bio-Siegel
The Bio-Siegel for promotional purposes

Please note that, in case of items for sale promotion or advertising, there should always be a direct connection with the organic foods sold at the point of sale. In that case, there is no obligation to register. Yet, the prerequisite according to which the respective products may bear the Bio-Siegel continues to apply accordingly, both for display by the bio products and for the Bio-Siegel itself. For instance, once a whole range of bio food items on offer, may have the Bio-Siegel, the Bio-Siegel may also be used on selling displays, hanging signs or shop window stickers. For these purposes, the mandatory size mentioned above may be exceeded.

What about other current eco labels?

The Bio-Siegel replaces neither the signs, logos or labels of organic producer organisations nor trademarks or product labels. They may be used in addition to the binding EU Bio Logo. Except for the basic information covered by the Bio-Siegel, producers and suppliers may communicate the additional services connected to or offered by their products through target group-oriented, product specific or sales orientated marketing concepts.

Unlawful use of the Bio-Siegel

Food items that bear the Bio-Siegel unlawfully may be withdrawn from the market. In addition, the Bio-Siegel law provides administrative fines of up to 30,000 Euros.

The Bio-Siegel is a brand protected with the German Patent and Trademark Office until 2021. Resulting private claims for injunction or indemnity shall be pursued by the trademark owner, the Federal Ministry of Food and Agriculture.

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Layout and design shall meet the rules provided by the EU Eco Labelling Regulation, i.e. labels must be graphically designed as follows:

The Bio-Siegel must have a minimum size of 10 mm and a maximum size of 33 mm. Its size is measured from the outer left to the outer right corner of the green frame. However, the minimum width must only be used in an extent where the size of the Bio-Siegel “B” does not exceed 60% of the largest letter contained in the product title. If only the minimum size is used, the “60% rule” need not be observed.

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The German Bio-Siegel – Brand protection until 2021 – Manual and decision aid