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 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 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 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.

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 aforementioned CD ROM, from the Bio-Siegel Information Service. It can also be downloaded as a PDF-file at www.biosiegel.de.

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. Extended information scattered by the Bio-Siegel, presentations and reports may communicate the additional services connected to or in the product products through targeted 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 labelling law provides administrative fines of up to 30,000 Euros.

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Food items that bear the Bio-Siegel unlawfully may be withdrawn from the market. In addition, the 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.
Clear labeling, unambiguous and visible at a glance, is essential for marketing sustainable products. Making consumers, businesses and citizens or even tourists interested in a product that is not just easy to find, but to identify and understand helps to create demand.

The point is to convey a catchy message, in signal form, to the consumer. Only very small, standardized logos that cannot be adapted to the product are unsuitable.

To increasing consumer awareness and understanding of certain products, the German Bio-Siegel is one of them.

The German Bio-Siegel is one of them.

It was introduced in September 2001 by the Federal Ministry of Food and Agriculture (BMEL) as an action plan for organic foods and the sector became one of the most widely and frequently used food labels in Germany.

While over 80% of consumers in Germany know the German Bio-Siegel, more than 50% are not aware of its meaning and significance. This is why it is so hard to track the Bio-Siegel's success. Though the claim of the respective study carried out by the University of Göttingen and published in 2011, German food lies in a positive position in food labeling, and labels are widely used and understood.

Given the tremendous positive feedback, the Federal Ministry of Food and Agriculture extended its use until 2031.

Legal bases

The logo may be used as the basis for the EC labeling law in its revised version (20 January 2009).

Product Law, Gesetz zur Erzeugnisidentifikation, EPG, L 717.

With regard to sign systems, the EC labeling law refers to the requirements provided for by European Union legislation on organic farming (Regulation (EC) No. 889/2008) and the implementing rules in their applicable versions.

The Bio-Siegel must have been produced and prepared according to the respective rules and meet the part of the current production of an approved inspector body. If these requirements are met, the Bio-Siegel can be used. The EC labeling law provides rules regarding fines and sanctions.

Details on the layout and usage of the Bio-Siegel are laid down in the Eco Label Regulation (Eco-Kennzeichenverordnung, Oko-KennzVO) of 6 February 2002, last amended by regulation of 30 November 2009.

Food that bears the Bio-Siegel must have been produced and prepared according to the respective rules and meet the part of the current production of an approved inspector body. If these requirements are met, the Bio-Siegel can be used.

As soon as the control procedure has been successfully concluded by an authorized eco inspection body regarding fines and sanctions.

May important goods bear the Bio-Siegel?

Yes, any product produced and controlled according to EU legislation on organic farming and any product registered after the EU member states. Further comments according to the specific import regulations may be labelled with the Bio-Siegel.

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

With respect to usage criteria, the Eco Labelling Law 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).

If these requirements are met, the Bio-Siegel can be used. The EC labeling law provides rules regarding fines and sanctions.

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

Yes. It may be used together with the EU Bio Logo. Any organically produced food item may bear the German Bio-Siegel in addition to the EU Bio Logo.

As soon as the complete labels have been submitted, the Bio-Siegel Information Service and its registered products in the database.

Ways to register

Online

First register via the website www.biosiegel.de and the Bio-Siegel data base via email. If your registration was successful, an automated e-mail will be sent to you with your administrative code number and the assigned passwords. This is the easiest and fastest method to register products.

As soon as the complete labels have been submitted, the Bio-Siegel Information Service and its registered products in the database. In writing:

At www.biosiegel.de, you will find the form “Notification of products labelled with the Bio-Siegel” and the assigned passwords. This is the easiest and fastest method to register products.

By mail:

If these requirements are met or if the Bio-Siegel is misused, the Eco Labelling Law provides rules regarding fines and sanctions.

May be used together with the EU Bio Logo.

Any organically produced food item may bear the German Bio-Siegel in addition to the EU Bio Logo.

The Bio-Siegel can be used for any product produced and controlled according to EU legislation on organic farming and any product registered after the EU member states.

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

Steps on the way towards using the Bio-Siegel

As soon as the control procedure has been successfully concluded by an authorized eco inspection body, the Bio-Siegel can be used for any product produced and controlled according to EU legislation on organic farming.

The Bio-Siegel must have been produced and prepared according to the respective rules and meet the part of the current production of an approved inspector body. If these requirements are met, the Bio-Siegel can be used.

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Any organically produced food item may bear the German Bio-Siegel in addition to the EU Bio Logo.

The Bio-Siegel uses a catchy message, i.e. signal, to the consumer. Only a very small, standardized logos that cannot be adapted to the product are unsuitable.

The Bio-Siegel is a signal, not only for newcomers in organic farming, for organic food producers, distributors and importers the opportunity to make bio- or organic food interesting by presenting it in connection with a visually striking logo.

Known as “Wissen für die Welt”, the Bio-Siegel is a prominent logo for organic farming. As a direct reference to organic production, all non-processed agricultural products and agricultural products processed for human consumption, or feedstuffs which fall within the scope of EC rules and regulations for organic production may be labelled with the Bio-Siegel.

Not only to convey a catchy message, i.e. signal, to the consumer. Only a very small, standardized logos that cannot be adapted to the product are unsuitable.

Clear labeling, unambiguous and visible at a glance, is essential for marketing sustainable products. Making consumers, businesses and citizens or even tourists interested in a product that is not just easy to find, but to identify and understand helps to create demand.

The point is to convey a catchy message, in signal form, to the consumer. Only very small, standardized logos that cannot be adapted to the product are unsuitable.

To increasing consumer awareness and understanding of certain products, the German Bio-Siegel is one of them.

It was introduced in September 2001 by the Federal Ministry of Food and Agriculture (BMEL) as an action plan for organic foods and the sector became one of the most widely and frequently used food labels in Germany.

While over 80% of consumers in Germany know the German Bio-Siegel, more than 50% are not aware of its meaning and significance. This is why it is so hard to track the Bio-Siegel's success. Though the claim of the respective study carried out by the University of Göttingen and published in 2011, German food lies in a positive position in food labeling, and labels are widely used and understood.
Achim Spiller

The kindling of organic or biological wines has been possible since 2013. If the Vinifera will be certified according to EU legislation on organic farming, the wine may be labelled as “organic/biological wine” and must bear the EU Bio Logo. The German Bio-Siegel may be used additionally. Stocks of wine that were produced according to EU legislation on organic farming prior to 1 August 2012, may continue to bear the reference “wine made from organically produced grapes” and additionally. Stocks of wine that were produced according to EU legislation on organic farming prior to 1

May imported goods bear the Bio-Siegel?

Yes, any product produced and marketed according to EU legislation on organic farming and any product imported from other EU member states (third countries) according to the specific import regulations 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. Furthermore, foodstuff which have been purchased with organic and mineral sub-products not organically produced, provided they are done during the transition period to organic farming may be labelled with the Bio-Siegel.

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

Yes, indeed! - Any organically produced food item may bear the German Bio-Siegel in addition to the EU Bio Logo. Future labels must display the German and EU Bio Logo that includes the inspection body code and the designation of origin.

Steps on the way towards using the Bio-Siegel

As soon as the control procedure has been successfully concluded by an authorized inspection body and the certificate according to Article 59 of Regulation (EC) 889/2008 (the EU Bio Certificate) has been submitted, the respective foodstuff may be labelled with the Bio-Siegel according to the rules of the EU Regulation 46 of January 1992 and prior to the Bio-Siegel’s first usage, the organic products to be labelled and the Bio-Siegel Information Service of the Federal Office for Agriculture and Food (BLE) in Bonn. During the process, the label design containing the Bio-Siegel template needs to be tested on printing or commercial ventures prior to market release. Please ensure that direct reference to organic producers must always be marked.

Ways to register

Online via the website www.biosiegel.de and the “Bio-Siegel date base” on its left. If your registration was successful, an administrative code number will be assigned automatically. Electronic versions of labels, sample menu lists and catering services must also be made available. If this is not possible, you may be advised to submit an analogue version of your application file. Following all rules of appropriate use and indication, all products produced and marketed according to EU legislation on organic farming may be labelled with the Bio-Siegel. The label may be used on the basis of the Eco Labelling Law (Regulation (EE) No 2092/2000) and the respective Bio-Siegel (or sample menu lists in case of catering or gastronomic services) must also be submitted. As soon as the control procedure has been successfully concluded by an authorized inspection body and the certificate according to Article 29 of Regulation (EC) 834/2007 (the Eco or Bio Certificate) has been submitted, the respective foodstuff may be labelled with the Bio-Siegel according to the rules of the EU Regulation 46 of January 1992 and prior to the Bio-Siegel’s first usage, the organic products to be labelled and the Bio-Siegel Information Service of the Federal Office for Agriculture and Food (BLE) in Bonn. During the process, the label design containing the Bio-Siegel template needs to be tested on printing or commercial ventures prior to market release. Please ensure that direct reference to organic producers must always be marked.

May imported goods bear the Bio-Siegel?

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

Yes, indeed! - Any organically produced food item may bear the German Bio-Siegel in addition to the EU Bio Logo. Furthermore, foodstuff which have been purchased with organic and mineral sub-products not organically produced, provided they are done during the transition period to organic farming may be labelled with the Bio-Siegel.

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

Yes, indeed! - Any organically produced food item may bear the German Bio-Siegel in addition to the EU Bio Logo. Furthermore, foodstuff which have been purchased with organic and mineral sub-products not organically produced, provided they are done during the transition period to organic farming may be labelled with the Bio-Siegel.
Legal bases

The label may be used on the basis of the EU Eco-labeling law in its version published on 30 January 2009, Product Law Gazette (EGG) B 719. With regard to import criteria, the EU Eco-labeling law 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).

The labelling of organic or biological wine has been possible as of the 2012 harvest, if the wine has been produced and controlled according to EU legislation on organic farming prior to the 1st of August 2012, may continue to bear the Bio-Siegel.
A study by the University of Göttingen, Requirements to be met by a sustainable agro-industrial sector: “The consumer’s role.”

The consumer is a key player in the success of organic and biodynamic food products. In order to successfully introduce and establish organic foods on the market, it is crucial that consumers are aware of and trust the Bio-Siegel. The Bio-Siegel is a recognized logo that is trusted by consumers and provides a clear signal of the quality and sustainability of a product.

Bio-Siegel: A Signal of Quality and Sustainability

The Bio-Siegel is a voluntary label for organic foods and has become one of the most widely-known and most frequently used logos in food labelling. The Bio-Siegel is a protected logo for organic foods, conveying the message that the product meets certain criteria for organic production. The Bio-Siegel is a signal for consumers, not only in Germany, but also worldwide, that the product is organic and sustainable.

Clear labelling, unequivocal and visible at a glance, is essential for marketing sustainable products. Marketing a new food product, such as organic or biodynamic food, requires a brand identity and advertising. The Bio-Siegel can be used as a marketing tool to help consumers identify sustainable products.

Gaining Consumer Trust

While over 90% of consumers in Germany know the German Bio-Siegel, more than 50% trust its logo. The Bio-Siegel is a signal of quality and trust for consumers. A direct reference to organic production must be made in daily menu lists. Products that may be labelled with the Bio-Siegel include those that are certified organic according to EU legislation, as well as products that fall within the scope of organic production regulations. This includes products that are produced in accordance with the Bio-Siegel and that meet the requirements for organic production.

May imported goods bear the Bio-Siegel?

Yes, any organically produced food item may bear the German Bio-Siegel in addition to the EU Bio Logo.

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

Yes, indeed! Any organically produced food item may bear the German Bio-Siegel in addition to the EU Bio Logo. This includes the importation of organic foods from other EU member states (third countries). To register a product with the Bio-Siegel, you must follow certain steps.

Steps to go on the way towards using the Bio-Siegel

As soon as the control procedures have been concluded and the inspection body has notified you, you can register your products for the Bio-Siegel. The Bio-Siegel can also be used on products that are certified according to the EU Bio Regulations. If you have any questions, please contact the Bio-Siegel Information Service at the Federal Office for Agriculture and Food (BLE). For further information, visit the website www.bio-siegel.de or contact the Bio-Siegel Information Service at the Federal Office for Agriculture and Food (BLE).

Guide to Products and Services

A comprehensive guide to products and services, including registration procedures and inspection services, can be downloaded from the Bio-Siegel website. The Bio-Siegel Information Service is available to answer any questions you may have.

Ways to register

Online

To register your products, please visit the website www.bio-siegel.de and follow the registration procedure. You will be notified as soon as your products have been released for the use of the Bio-Siegel.

Irrespective of the form of your registration, following its review by the BLE, we shall inform you by e-mail as soon as your products have been released for the use of the Bio-Siegel. To manage your products efficiently, we shall send you access data to your database account by mail.

Register in the Bio-Siegel database

Online:

- via the website www.bio-siegel.de
- via the form “Notification of products bearing the Bio-Siegel label” via the website www.bio-siegel.de

- Online: Download the form “Notification of products bearing the Bio-Siegel label” via the website www.bio-siegel.de
- By post: The laboratory of your choice, which shall bear the Bio-Siegel and shall transfer your notified products to that account. Following the inspection, an account shall be established for you in the Bio-Siegel database.

- During the process, the label design containing the Bio-Siegel Information Service at the Federal Office for Agriculture and Food (BLE).

For further information, please contact the Bio-Siegel Information Service at the Federal Office for Agriculture and Food (BLE) at info@bio-siegel.de.
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, use promotion material and on sales promotion are available online at https://www.oekolandbau.de/en/bio-siegel/information-for-companies/label-use/labelling-rules/. Guidelines on graphic design

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 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.

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 relations of words and graphic elements must not be modified.

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. Beyond the basic information conveyed by the Bio-Siegel, producers and suppliers may communicate the additional services connected to or offered by their products through targeted group-oriented, product specific or customer-pertinent 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 EC labelling law provides administrative fines of up to 30,000 Euros.

The Bio-Siegel is included in the 2017 versions of the Federal Product and Trade Regulation and in the upcoming 2021 edition. The Bio-Siegel is included in the 2017 versions of the Federal Product and Trade Regulation and in the upcoming 2021 edition.
The Bio-Siegel for promotional purposes

Please note that, as a rule, firms for sales promotion as advertising, there should always be a direct connection with the organic foods offered at the point of sale. In this case, there is no obligation to notify. Yet, the prerequisites according to which the respective products may bear the Bio-Siegel must be fulfilled. Accordingly, both price displays for the products and shelves, for instance, in which organic foods are offered, may bear the Bio-Siegel. The Bio-Siegel may also be used on advertising materials, hanging signs or other similar objects. For these purposes, the maximum size mentioned above may be extended.

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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. Beyond 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-orientated, 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 Eco Labelling Law provides administrative fines of up to €30,000. 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
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:
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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Status: August 2017

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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. Graphical standards that may be used are provided by the EEC Labelling Regulation, i.e., labels may be specifically designed as follows:

The Bio-Siegel must have a minimum size of 10 mm and a maximum size of 33 mm. It may not exceed a maximum size of 33 mm 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.

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’s availability, together with the information on how to use the label; Bio-Siegel database, online registration, is also downloadable as a pdf file at, www.biosiegel.de.
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Layout and design shall meet the rules provided by the Eco Labelling Regulation, i.e. labels must be graphically designed as follows:

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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.

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. The basic information conveyed by the Bio-Siegel, however, may complement the additional services connected to or offered by these products through target group-specific, product-specific or sales point-related marketing concepts.

Support and consultation:

Information Centre Bio-Siegel
Federal Office of Agriculture and Food
Deichmanns Aue 29
53168 Bonn, Germany
Telephone: +49 228 6845-2200 | Fax: +49 30 1810 6845 2915
E-Mail: bio-siegel@ble.de | Internet: www.biosiegel.de

Federal Office of Agriculture and Food
Institut für Lebensmittelwirtschaft
Information Service Bio-Siegel
Information on or ganic farming in Germany
Information on organic farming
Information on how to use the label; Bio-Siegel database

www.bmel.de | Topics » Framing » Organic Farming
www.oekolandbau.de | Information on organic farming
www.biosiegel.de | Information on how to use the label; Bio-Siegel database

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Information Service Bio-Siegel
Bonn, Germany

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