



Guidance Note for the Labelling of Demeter Products

To label food as Demeter (biodynamic) it must be certified by an accredited Demeter certification body. The requirements for products to be labelled as Demeter are as follows:

- At least 90% of the ingredients are certified as biodynamic (Demeter), with the remaining 10% being certified organic (if Demeter ingredients are not available).
- At least 95% of the agricultural ingredients are certified organic.
- The other ingredients (including allowed additives) can only come from the approved list in Section 5.3 in the Demeter Processing Standards.
- Water, salt and other minerals are not declared as being organic or Demeter.
- The label must clearly state which ingredients are Demeter and organic as distinct from any approved non-organic.
- They should be listed in descending order of quantity.
- If it is not a certified product, there should be no indication in the descriptive text that misleads the consumer into thinking it is organic or Demeter (e.g. using the phrase 'made with organic or biodynamic/Demeter ingredients')
- The labels should also comply with UK Statutory requirements.

Label Approval

Please forward all labels for approval **before printing**. This applies to updated as well as new labels. Send your labels to the Processing Technical Officer (rswann@biodynamic.org.uk) using a dedicated form. Once approved they will be signed off and returned to you for presentation at your inspection.

MIPS/SIPS

Multi Ingredient Product Specification (MIPS) and Single Ingredient Product Specification (SIPS) forms need to be completed:

1. For each new product that requires certification (along with an up to date supplier certificate).
2. Each time there is a recipe change or a new supplier is used – again with an up to date supplier certificate
3. The product is rebranded with a new name.

Forms are available for this purpose, which once approved are countersigned and returned to you for presentation at your inspection.

If the label also needs changing, these need to be submitted at the same time.

Statutory requirements

Labels should be also be checked by your local Trading Standards Office before printing. The most recent requirements can be found here: (<https://www.gov.uk/guidance/food-labelling-giving-food-information-to-consumers>)

Using the Demeter logo



The Demeter trademark logo is to be used on all products that are certified biodynamic. This can be obtained in either jpeg or eps format from the Certification Office. The Demeter Labelling Standards give criteria for usage. These can be obtained from the BDA Certification Office or downloaded from the BDA Certification website.

Usage

- The logo can only be used where a minimum of 90% of the ingredients are Demeter (biodynamic) certified. In cases where shortages of raw materials can be verified, it can be used for products with between 66% and 90% with special derogation.

Placement

- The requirement is for the logo to be in the upper third of the front facing label, with preferred placement being at the top.

Colours

- The colours used are very specific and defined in the Demeter Labelling Standards. Single colour is possible where the label/packaging is monochrome.

Size

- The logo should be at least 20 mm wide but less than 50 mm but variations are possible on request.
- Proportionality must be maintained and thus no distortion of the logo is allowed.
- For wine and cosmetics, other positions are allowed. These are indicated in the Demeter Labelling Standards.

Using the EU Organic Logo



GB-ORG-06
EU / non EU Agriculture

The EU Organic logo was introduced in 2010 as part of the EU Organic Regulations 834/2007. It must be used on all products that are certified organic. There are three components to the logo use:

1. The logo itself
2. Certifier coding
3. Country of origin of the Agricultural ingredients

Usage

- The logo can only be used where 95% of the ingredients are organically certified. It cannot be used on products with less than 95%.

Placement

- The logo can be placed on either front or back of the label.
- It must be clearly visible.
- The country of origin of the agricultural ingredients must be indicated under the certifier code and be in the same visual field as the logo.

Colours

- The specified colour is green (Pantone light green 376). However, it can be used in a black on white or white on black version where colour is not possible.

Size

- The logo should be a minimum size of 9 mm x 13.5 mm but kept in the ratio of 1:1.5
- No distortion of the logo is allowed

Certifier coding

- If the product is certified by BDA Certification then the coding is GB-ORG-06.
- This must be in the same visual field as the logo.
- If the last certified operation is through another EU Certification body then their certification coding must be used.

Country of origin


- This is to indicate the country of origin of the agricultural ingredients.

The following table summarises how these should be described.

Country of origin	
UK	UK Agriculture or EU Agriculture
EU	EU Agriculture
Outside EU	Non EU Agriculture
Mix of EU and non EU	EU/non EU Agriculture

Note: A certified operation is where there has been a change in the nature of the consumer product. This includes manufacture, blending, repackaging, relabelling.

Example

<p>Product name Greenfields Gluten Free Muesli</p> <p>Weight Average weight</p> <p>Demeter Logo Placement at the top centre. Only to be used where there are more than 90% Demeter Ingredients</p>	
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List of Ingredients

This needs to state which ingredients are Demeter (biodynamic), organic and which are permitted non organic.

Two options are possible:

Ingredients:

Biodynamic **Oat** Flakes, Biodynamic Jumbo **Oats**, Organic Sultanas, Organic Raisins, Organic Malted **Barley** Flakes, Organic Dried Banana, Flakes, Organic Sugar, Organic Palm Oil, Organic Chopped Apricots, Dried Raspberries, Organic Ground Spices, Salt.

or

Ingredients:

****Oat** Flakes, ****Jumbo Oats**, *Sultanas, *Raisins, *Malted **Barley** Flakes, *Dried Banana Flakes, *Sugar, *Palm Oil, *Chopped Apricots, Dried Raspberries, *Ground Spices, Salt.

**** Certified Demeter Ingredients * Certified Organic** Ingredients

In this example, dried raspberries are an allowed non-organic ingredient. Salt is also allowed as an additive and should not be labelled as organic.

Allergens are indicated in **bold**.

Organic Logo



DE-ÖKO-003
EU / non EU Agriculture

EU/non EU Agriculture (In this example some ingredients are grown in the EU and some not)
DE-ÖKO-003 (In this case the product was made in Germany by a subcontractor)

Nutrition Facts

This is mandatory

Contact details

Full name and address of brand holder.

'Best before' date and/or 'Use by' date

'Best before' date is to be used for products that will lose their quality in time, but will not be detrimental to health after that date.


'Use by' date is to be used on products that need to be used up by that date as they would be unsafe to eat

INGREDIENTS

****Oat** Flakes, ****Jumbo Oats**, *Sultanas, *Raisins, *Malted **Barley** Flakes, *Dried Banana Flakes, *Sugar, *Palm Oil, *Chopped Apricots, Dried Raspberries, *Ground Spices, Salt.

**** Certified Demeter Ingredients * Certified Organic** Ingredients

Warning: This product was made in a factory that had nut products



Serving information:

Ready to eat

Add your favourite fruit and milk/ yoghurt that will give you energy for the whole morning

Storage:
Store in a dry place

Nutrition Facts	
Greenfields Ltd	
Energy 1000kJ	240kcal
Protein 10g	20%
Fiber 2g	4%
Carbohydrate 40g	80%
Sugars 20g	40%
Fat 10g	20%
Salt 0.5g	10%
Calcium 100mg	20%
Iron 10mg	20%
Zinc 10mg	20%
Magnesium 100mg	20%
Phosphorus 100mg	20%
Sodium 100mg	20%
Potassium 100mg	20%
Folate 100µg	20%
Vitamin B1 100µg	20%
Vitamin B2 100µg	20%
Vitamin B6 100µg	20%
Vitamin C 100mg	20%
Vitamin E 100µg	20%
Vitamin K 100µg	20%
Vitamin A 100µg	20%
Vitamin D 100µg	20%
Vitamin B12 100µg	20%
Vitamin B9 100µg	20%
Vitamin B5 100µg	20%
Vitamin B3 100µg	20%
Vitamin B7 100µg	20%
Vitamin B11 100µg	20%
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Vitamin B92 100µg	20%
Vitamin B93 100µg	20%
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Vitamin B95 100µg	20%
Vitamin B96 100µg	20%
Vitamin B97 100µg	20%
Vitamin B98 100µg	20%
Vitamin B99 100µg	20%
Vitamin B100 100µg	20%

Nutritional Analysis

Good source:

- Low in saturated fat
- No cholesterol
- High in calcium
- Very high in manganese
- High in vitamin B9

Made by
Greenfields Ltd, Redwood Industrial Estate, Birmingham,
B4 2LE

Tel: 0121 123 456

Best before December 2019

For more details on labelling, please refer to the Demeter Labelling Standards as well as the BDA Certification Organic Processing Standards. These can be obtained from our website www.bdcertification.org.uk or from the Certification Office (certification@biodynamic.org.uk). The Demeter and EU logos can also be obtained from the Certification Office in several formats.