



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Quality, Research & Innovation, Outreach
The Director

Brussels,
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[REDACTED]

Thank you for your email 22 March 2019 (Ref. [Ares\(2019\)1945045](#)) regarding permission for the use of the EU Organic logo in a brochure listing SMEs offering their products in direct marketing. Please accept my apologies for the late reply.

Article 25(1) of Regulation (EC) No 834/2007 provides that the logo may be used in the labelling, presentation and advertising of products that satisfy the requirements of Council Regulation (EC) No 834/2007¹. Operators who prepare, produce or label organic products may use the logo for advertising purposes provided that it is used together with the mandatory indications for its use – i.e. the code number of the control body or the place of origin of the agricultural raw material - as stated under Article 24 of Regulation (EC) No 834/2007 and Articles 57 and 58 of Regulation (EC) No 889/2008².

Therefore, if in the marketing materials you intend to present the EU organic logo in connection with a specific product or operator, you are required to display the logo together with the mandatory indications required by the EU organic legislation – the code number of the control body or the place of origin of the agricultural raw material.

If you intend to use the logo for promotional purposes related to the existence of the scheme or the logo itself and not in relation to a product or operator, this is in principle possible, as long as its use is in line with general rules on consumer protection (i.e. its use is not misleading) and with the rules on registered trademarks.

The present opinion is provided on the basis of the facts as set out in your letter and expresses the view of the Commission services and does not commit the European Commission. In the event of a dispute involving Union law it is, under the Treaty on the

¹ Council Regulation (EC) No 834/2007 of 28 June 2007 on organic production and labelling of organic products and repealing Regulation (EEC) No 2092/91, OJ L 189, 20.7.2007, p. 1–23

² Commission Regulation (EC) No 889/2008 of 5 September 2008 laying down detailed rules for the implementation of Council Regulation (EC) No 834/2007 on organic production and labelling of organic products with regard to organic production, labelling and control. OJ L 250, 18.9.2008, p.18

Functioning of the European Union, ultimately for the European Court of Justice to provide a definitive interpretation of the applicable Union law.

Yours faithfully,



Nathalie SAUZE- VANDEVYVER