



International Federation of
Organic Agriculture Movements –
EU Regional Group

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Working for organic farming in Europe

Mr. Jean-François Hulot
Head of Unit F3, Organic Farming
European Commission
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Brussels 04.12.2009

New EU logo for organic products: transition period and date for the new logo release

Dear Mr. Hulot,

we would like to draw your attention on following crucial topics expressed by organic processors and retailers concerning the new EU logo if the products are produced within the EU. The organic trading, processing and retailing companies in many EU countries are very concerned about the ongoing process to design and select a new EU logo for organic products.

According to reg. (CE) 834/2007 and reg. (CE) 889/2008, from the 1st of July 2010 it is mandatory to use the new EU logo on all new products produced in the EU. As the new organic EU logo is still not available, organic companies have already now problems regarding planning of their future printing and for the development of new designs of packaging and communication material.

We would like to remind you that it is necessary for the organic operators that the new EU logo is available at least four months before the 1st of July 2010. New products which should be introduced in the market after the 1 of July 2010 have to fulfil the new labelling requirements. For the layout and production of the new labels or packaging materials minimum 4 months are needed.

Otherwise we can expect to face a suspension of the introduction of new organic products to the market for a period of about 4 months after the deadline of the 1st July 2010.

During our previous exchanges, the EU Commission mentioned that it is planned to release the new organic EU logo at Biofach, February 2010. We would be very grateful if this commitment will be fulfilled. If not, we suggest taking into



account a transitional period from 1st July until 31 December 2010 before the use of the new logo becomes obligatory.

We hope you will take our concerns and proposals into consideration. Do not hesitate to contact us for more explanation and further discussion.

With Kind Regards,

A handwritten signature in black ink that reads "Christopher Stopes". The signature is written in a cursive style with a large initial "C".

Christopher Stopes, President