

The EU organic logo



The European Commission introduced the EU organic logo in 2000. The logo can be used on organic products produced and processed according to EU rules on organic farming and processing. The logo can also be displayed on organic foods from countries outside the European Union, provided the controlling body in the third country is subject to supervision by a public authority.

Read more about the EU organic logo and organic farming in Europe on the European Commission website on organic farming:
<http://europa.eu.int/comm/agriculture/qual/organic/>

The Danish organic logo



The red organic logo was introduced in 1989 as the inspection logo for organic food products.

The organic logo indicates that the companies, which have most recently processed, packaged or labelled organic foods in Denmark, are inspected by Danish authorities. The logo is mainly seen on Danish products, but is also used for foreign products that are labelled in Denmark and subject to organic inspection.

Behind the campaign

In Denmark, the organic campaign is being spearheaded by the Ministry of Food, Agriculture and Fisheries and a reference group consisting of:

- The Directorate for Food, Fisheries and Agri Business (Chair)
- The Retail Trade (represented by Coop Danmark A/S)
- The Consumers Council
- The Danish Food and Drink Federation
- The Danish Agricultural Council
- Organic Denmark
- The Danish Veterinary and Food Administration
- The Danish Plant Directorate

Further campaign information:

Anders M. Klöcker
Research & Development Office
Directorate for Food, Fisheries and Agri Business
Tel: (+45) 3395 8864
E-mail: amk@dffe.dk

www.dffe.dk
www.rodgrod.dk



An organic logo for everyone

Information on the campaign by the Ministry of Food, Agriculture and Fisheries for the EU organic label



CAMPAIGN SUPPORTED BY THE EUROPEAN COMMUNITY AND THE DIRECTORATE FOR FOOD, FISHERIES AND AGRI BUSINESS



An organic logo for everyone

The Danish government wants to encourage the development of a genuine internal market for organically grown products. From this autumn, Denmark will be taking the lead in Europe by launching an information campaign to promote the EU organic logo.



You might ask: Why do we need a campaign for an EU logo? After all, we already have an effective national organic logo – the red Ø-logo – which is known by 99% of all Danes. The answer is: Denmark wants to help the organic movement in the EU to develop further. For the benefit of consumers, the food industry, the environment and, in particular, the organic sector itself. If the organic movement is to continue to develop, we need increased trade.

Cross-border trade in organically grown products is currently limited. One reason for this is the large number of national logos. This makes it confusing for consumers, and difficult for producers to sell their goods. The EU organic logo could be a common reference point that promotes more trade, and works as an important supplement to the national logos.

All EU countries together are responsible for spreading the word about the EU organic logo. We must create a common language that everybody in the EU can understand.

*Kind regards,
Hans Chr. Schmidt, Danish Minister for Food, Agriculture and Fisheries.
November 2004*

Facts about the campaign

The campaign for the European organic logo was launched at the end of August 2004 and will run until September 2005. It consists of four phases:



Television is the main carrier of the campaign, supported by advertisements in daily newspapers, weekly magazines and trade media, as well as outdoor materials, such as posters at railway and bus stations, and the Internet. Several retail chains and producers are also supporting the campaign.

The 1.4 million Euro campaign budget is 50% co-financed by the European Commission.

The campaign targets the entire organic food chain from farmers to the processing industry, retail trade and the consumer.

Campaign theme

The theme for the campaign is
“A common European organic logo – ‘cos the others can’t say Ø”

The campaign further develops last year’s campaign for the Danish organic logo, which raised consumer awareness about organic food. The idea is to show that since other Europeans are not familiar with our Danish logo, we need a common logo.

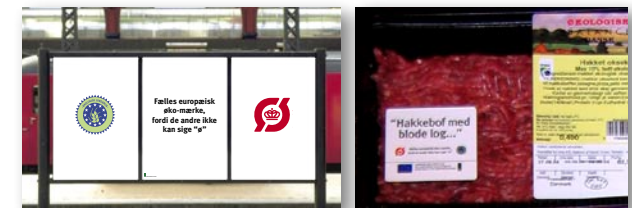
Television spots show other EU citizens trying to read from the Danish rules on organic farming. This is not an easy task because of the language barrier...



TV-spots



Signs in buses



Posters at railway stations

Labels on products