



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Brussels
IB/sf/agri.ddg1.b.4(2021)4482495

I would like to thank you for your email of 4 June 2021 (Ares(2021)3723614), in which you are asking for the authorization to use the EU organic logo in a schoolbook.

The use of the EU organic logo in the labelling, presentation and advertising of products that are placed on the EU market as organic is regulated by Regulation (EC) No 834/2007. This Regulation does not comprise rules concerning the use of the EU organic logo in different contexts other than products placed on the market as organic, except where practices of operators in labelling or advertising would be liable to mislead the consumer or user by suggesting that a product or its ingredients satisfy the requirements set out under Regulation (EC) No 834/2007 (see in this respect Article 23 (2)).

However, using the EU organic logo for information or educational purposes related to the existence of the scheme or to the logo itself is in principle possible, as long as its use is not misleading and the logo is reproduced in a correct manner.

If the above-mentioned terms of use are respected, the use of the EU organic logo for presenting it in a schoolbook as indicated in your email can be authorized.

In addition, please kindly note that all of the content on the organic website (https://ec.europa.eu/info/food-farming-fisheries/farming/organic-farming_en), including its tool box with promotional materials, which is the property of the European Commission, can be used free of charge for promoting organic food and farming in the European Union, provided that the terms of use are respected and the source of materials is acknowledged.

However, please note that none of the marketing material may be used to promote brands (whether organic or not) or anything not related to organic food and farming.

Yours faithfully,

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