



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Quality, Research & Innovation, Outreach  
B.4. Organics

Brussels  
IB/nb(2019)8503005

Dear [REDACTED],

Thank you for your email of 29 November (Ares(2019)7359730) in which you are asking to use the EU logo in a textbook for 12 year old students. Please accept my apologies for the late reply.

The use of the EU organic logo (the logo) in the labelling, presentation and advertising of products, which are placed on the EU market as organic, is regulated by Council Regulation (EC) No 834/2007<sup>1</sup>. However, the use of the logo in the context described in your email is not specifically regulated by this Regulation, but is subject to general rules on consumer protection and on the use of registered trademarks.

The use of the logo for information/educational purposes related to the existence of the scheme or the logo itself is in principle possible, as long as its use is not misleading and the logo is reproduced in a correct manner and, where relevant, in accordance with the rules set out in the user manual. This manual can be found on the following webpage and includes downloadable high resolution print versions:

[https://ec.europa.eu/agriculture/organic/downloads/logo\\_en](https://ec.europa.eu/agriculture/organic/downloads/logo_en)

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

In addition, kindly note that all the content of the organic website ([https://ec.europa.eu/info/food-farming-fisheries/farming/organic-farming\\_en](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.

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<sup>1</sup> 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



However 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 sincerely,

