



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B – Sustainability  
The Director

Brussels  
LB/ant/agri.b.4(2023)1260

Dear [REDACTED]

I would like to thank you for your email of 12 January <sup>(1)</sup>, in which you ask whether a design for a logo conceived for your company would be in conflict with the EU organic logo. Please accept my apologies for the late reply.

I would like to recall that, in accordance with Article 33(1) of Regulation (EU) 2018/848<sup>(2)</sup>, *“The organic production logo of the European Union may be used in the labelling, presentation and advertising of products which comply with this Regulation. The organic production logo of the European Union may also be used for information and educational purposes related to the existence and advertising of the logo itself, provided that such use is not liable to mislead the consumer as regards the organic production of specific products, and provided that the logo is reproduced in accordance with the rules set out in Annex V. In such case, the requirements of Article 32(2) and point 1.7 of Annex V shall not apply.”*

It appears from the website of your company that “Best of Bio” aims to promote the sales of products that are in the scope of Regulation (EU) 2018/848 but may not comply with Regulation (EU) 2018/848. In addition, the EU logo seems to be contained in the design of the logo conceived for your company, although in a different colour. This may misleadingly cause costumers to believe that 'Best of Bio' products comply with the requirements of Regulation (EU) 2018/848 and thus have a negative impact on the EU logo by diluting its value.

On this basis, the design for a logo conceived for your company is considered to be in conflict with the EU organic logo.

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<sup>(1)</sup> Ares(2023)414649

<sup>(2)</sup> [EUR-Lex - 02018R0848-20220101 - EN - EUR-Lex \(europa.eu\)](#)

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

This opinion is provided on the basis of the facts set out in your email of 12 January 2023 and expresses the opinion 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 Functioning of the European Union, ultimately for the Court of Justice of the European Union to provide a definitive interpretation of the applicable Union law.

Yours Sincerely,

