



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Quality, Research & Innovation, Outreach
Director

Brussels,
PP/nb(2019)856295

Dear [REDACTED],

Thank you for your email of 28 January 2019 (Int. Ref. ARES (2019)469660) asking whether you can show and explain the EU organic logo in the context of an exhibition on coffee in your Museum.

The use of the EU organic logo in the labelling, presentation and advertising of organic products is regulated by Regulation (EC) No 834/2007¹. The use of the EU organic logo in other contexts is not specifically regulated by this Regulation but it is subject to general rules on consumer protection and on the use of registered trademarks.

The use of 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 and in accordance with the rules set out in the user manual which can be found in the Europa website. (https://ec.europa.eu/info/food-farming-fisheries/farming/organic-farming/organics-glance/organic-logo_en)

I am therefore pleased to confirm that you can reproduce the EU organic logo for educational purposes in the exhibition described in your letter.

The present opinion is provided on the basis of the facts as set out in your letter of 28 January 2019 and expresses the view 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 European Court of Justice to provide a definitive interpretation of the applicable Union law.

Yours sincerely,

Nathalie SAUZE-VANDEVYVER

¹ [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](#)

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