



CERTIFIED
BIODYNAMIC®

DEMETER LABELING STANDARDS

for Certification Marks

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Demeter Association Inc. ("DA" or "Demeter" or "Demeter USA") is the owner of intellectual property, including trademark and certification marks. These trademarks and certification marks have been registered by DA with the United States Patent and Trademark Office ("USPTO"). DA registered these marks to protect its intellectual rights, to protect consumers from confusion, to protect the meaning of the certification terms and the purity of the standards, and to protect farmers and producers who are certified as meeting these standards. These guidelines will ensure: (1) that use of the DA marks is consistent; (2) that DA can maintain registration of the registered marks in the USPTO; (3) that use of the marks by parties who are not certified can be properly addressed.

Parties who are certified by DA agree to use its certification marks in labeling and advertising their products in accordance with the DA Licensing Agreement and these Demeter Labeling Standards for Certification Mark ("Labeling Standards"), which may be revised from time to time. These Labeling Standards are incorporated into the Licensing Agreement. As such, any party agreeing to DA certification expressly agrees to follow these Labeling Standards and further agrees to submit all labels using DA certification marks to DA for prior written approval. In addition, if a party does not maintain DA certification, the Licensing Agreement terminates and the party agrees to cease using any and all DA intellectual property.

MARK 1

Demeter®

- » Always capitalize the first letter or every letter in the wordmark.
- » Use the ® symbol after the wordmark. If such use is impractical, use the ® symbol on the initial and primary representation.
- » Must be used with Mark 4 or Mark 5 somewhere on the label.
- » Wordmark may not be used in web addresses or company names without formal approval by the Demeter Association.

MARK 2



- » Use the ® symbol after the wordmark. If such use is impractical, use the ® symbol on the initial and primary representation.
- » Must be used in compliance with the Demeter International standard that regulates its use. Cannot be used on any “made with” product. Must be used at the top of the label above the product name/identity and must be used with Mark 5. This marks should be located in close proximity to each other.
- » Demeter USA recommends that Mark 2 only be used on products being imported to the USA from markets where Mark 2 is used, or for domestic products slated for export to those markets.

MARK 3



- » Use the ® symbol after the picture mark. If such use is impractical, use the ® symbol on the initial and primary representation.
- » Cannot be used on the primary display panel of products labeled as “made with”. This mark can only appear on the information panel of such products.
- » Must be used with Mark 4 or Mark 5 somewhere on product packaging

MARK 4

Biodynamic®

- » Always capitalize the first letter or every letter in the wordmark.
- » Use the ® symbol after the wordmark. If such use is impractical, use the ® symbol on the initial and primary representation.
- » Use exactly as shown. Do not use a variation of the wordmark, such as “biodynamically” or “biodynamics.”
- » May not be used on the primary display of any food label unless Mark 1, Mark 5 or Mark 6 is used on the front or back panel of the product.
- » Wordmark may not be used in web addresses or company names without formal approval by the Demeter Association.

MARK 5

Demeter Certified
Biodynamic®

- » All products and advertisements must state in a prominent position that the product or ingredient is Demeter Certified Biodynamic®, either by using this wordmark or Mark 6.
- » If used on a label, the words “Demeter” and “Biodynamic” must have the same or similar size and font.
- » Always capitalize the first letters of each word or every letter in the wordmark.
- » Use the ® symbol after the wordmark. If such use is impractical, use the ® symbol on the initial and primary representation.
- » Use exactly as shown. Do not use a variation of the wordmark, such as “biodynamically” or “biodynamics.”

MARK 6



- » All products and advertisements must state in a prominent position that the product or ingredient is Demeter Certified Biodynamic®, either by using this wordmark or Mark 6.
- » Always capitalize the first letters of each word or every letter in the wordmark.
- » Use the ® symbol after the wordmark. If such use is impractical, use the ® symbol on the initial and primary representation.
- » Use exactly as shown. Do not use a variation of the wordmark, such as “biodynamically” or “biodynamics.”
- » May not be used on the primary display of any food label unless Mark 5 or Mark 6 is used on the front or back panel of the product.
- » Cannot be used on the primary display panel of products labeled as “made with”. This mark can only appear on the information panel of such products.



FOOD LABELS

As explained in the Demeter Guidelines and Standards, certified parties may use the DA certification marks on either of the following three labeling categories for food:

“Demeter Certified Biodynamic®” label

Raw, unprocessed agricultural ingredients from a Demeter certified farm can be labeled as Demeter certified Biodynamic®. For a processed product to be labeled Demeter certified Biodynamic®, it must contain at least 90% certified ingredients from Demeter certified Biodynamic® sources. Agricultural ingredients used in the remaining 10% must be certified organic at a minimum and nonagricultural ingredients used must be permitted by DA. For wine to be labeled as Demeter certified Biodynamic®, all of the agricultural ingredients used must be Demeter certified Biodynamic and the nonagricultural ingredients used must be permitted by Demeter (please see page 4).

“Made with Demeter Certified Biodynamic® (ingredients)” label

As explained in the Demeter Guideline and Standards, products which contain 70% or more Demeter certified Biodynamic® ingredients, but less than 90%, generally may be labeled “made with Demeter certified Biodynamic® (ingredients)”. For all products in this category, the label may list no more than 3 food groups and all ingredients within a group must be Demeter certified. Agricultural ingredients used in the remaining 30% must be certified organic at a minimum and non-agricultural ingredients used must be permitted by DA.

As explained on page 2, a product with a “made with” statement may not display Mark 2 anywhere on the label; and it may not display Mark 2, Mark 3 or Mark 6 on the primary display panel of such a product. Consult with the Demeter office about ingredient panel listings.

Demeter/Biodynamic ingredient identified in the ingredient statement only.

Demeter/Biodynamic ingredient identified in the ingredient statement only. Ingredient statement labeling is an exemption that needs to be approved by Demeter USA. The exemption must be revisited annually. This exemption allows such labeling for 36 months or until enough Demeter Biodynamic® ingredients become available to achieve prominent Biodynamic® or Made With Biodynamic® Ingredient labeling, whichever comes first. For this exemption product must contain at least 10% Demeter Certified Biodynamic ingredients. At a minimum the product also has to be verified to meet the National Organic Program requirements for 95% (Organic) labeling. The Demeter logos cannot be used anywhere on the label. (Note the requirements for Cosmetic products and Wine are specific to such products, see page 4 for more.)



WINE LABELS

All certified parties who choose to use the certification marks on wine labels or in wine advertising must follow the trademark usage guidelines set forth on page 2. As explained in the DA Wine Making Standards, certified parties may use the DA certification marks on either of the following two labeling categories for wine:

“Demeter Certified Biodynamic® Wine”

Use on the primary display or information panel denotes a wine that is the undisguised expression of what a vineyard site creates in the grapes it produces for a given vintage. Manipulations such as yeast and malolactic bacteria addition, enzyme addition, acidity adjustment, tannin addition and chaptalization are not permitted. In years of poor climatic conditions or fluxes in vine nutrition, achieving this status may not be possible. This is a status that is vintage dependent. Such a wine may identify itself as certified to the “Biodynamic Wine” category on the primary display panel without the additional words “Demeter Certified” but in such an instance either Mark 5, Mark 2 or Mark 6 must appear at least on the information panel if neither mark is to be used on the primary display.

“Wine Made From Demeter Certified Biodynamic® Grapes”

Denotes a wine that is the expression of what a BIODYNAMIC vineyard site(s) creates in the grapes it produces with the compliment of intentional modification by the wine maker in compliance with the DA Wine Making Standards. Such a wine must not use Mark 6, Mark 3 or Mark 2 on the primary display panel. Such a wine must identify itself as “Made With Demeter Certified Biodynamic® Grapes” or “Made With Biodynamic® Grapes”.

Both labeling options above may only be used with 100% Demeter Certified Biodynamic® grapes and the resulting wine must be made in compliance with the Demeter Wine Making Standard.

COSMETIC LABELS

All cosmetic labels and advertisements must follow the guidelines set forth on page 2 except that Mark 4 may be used without the use of the Demeter marks.