



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, Mark 5, or Mark 6 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 Biodynamic Federation-Demeter International standard* that regulates its use. Cannot be used on any “Made with Biodynamic” product.
* <https://demeter.net/certification/standard/>
- » Must be used at the top of the label above the product name/identity and must be used with Mark 4, Mark 5, or Mark 6. These marks should be in close proximity to each other.
- » May be displayed in Demeter’s orange/green, black, white, gold, silver, or greyscale.

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 Biodynamic”. 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
- » May be displayed in black, white, gold, silver, Demeter’s orange/green, or greyscale

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 2, 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 Mark or Mark 5.
- » 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 4 or Mark 5 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 Biodynamic”. This mark can only appear on the information panel of such products.
- » May be displayed in black, white, gold, silver, Demeter’s orange/green, or greyscale



FOOD LABELS

As explained in the Demeter Biodynamic Farm and Processing 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 the agricultural ingredients used must be Demeter certified Biodynamic and the nonagricultural ingredients used must be permitted by Demeter (please see page 4). Single and multi-ingredient products that contain ingredient(s) that are In Conversion to Demeter Certified Biodynamic can be labeled with the addition of “In-Conversion” to Mark 2, Mark 3, Mark 4, Mark 5, and Mark 6.

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

As explained in Demeter’s Biodynamic Processing Standard, 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.

Multi-ingredient products containing at least 70% but less than 90% ingredients that are “In Conversion to Demeter Certified Biodynamic” can be labeled with the addition of “In-Conversion” to Mark 2, Mark 3, Mark 4, Mark 5, and Mark 6.

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 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.

A Demeter/Biodynamic ingredient identified in the ingredient statement only on the back or side panel for products containing 10-50% Demeter/Biodynamic ingredients. A Demeter/Biodynamic ingredient can be identified in the ingredient statement on a product containing 50-70% Demeter/Biodynamic ingredients along with a narrative about the certified Biodynamic ingredient on the back or side panel; the narrative may describe the Demeter/Biodynamic ingredient and must not infer that the product is a “Demeter Certified Biodynamic” or a “Made with Demeter Certified Biodynamic (ingredient)” product. At a minimum the product also must be verified to meet the National Organic Program requirements for 95% (Organic) labeling. The Demeter logos cannot be used anywhere on the label. Back or side panel ingredient labeling requires Demeter certification.

Note: the requirements for Cosmetic products and Wine are specific to such products, see page 4 for more. Logos can be found on the Demeter USA website: <https://www.demeter-usa.org/media/>

FOOD LABEL CATEGORIES



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 2, Mark 5, 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 Demeter Biodynamic Wine Making Standard. Such a wine must not use Mark 3 or Mark 6 on the primary display panel. Mark 2 may not be used anywhere on the label. 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 Biodynamic 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.