

Guidelines for Labelling Organic Wine

Note: All labels or templates must be approved by BioGro prior to printing. Labels can be submitted to labels@biogro.co.nz
BioGro's label approval process only covers organic claims and logos. It is your responsibility to meet other legal requirements for specific markets.

► 'Organic Wine'							
	New Zealand and unregulated markets	European Union ⁽²⁾ (2013 vintage and later only)	Great Britain, Norway and Switzerland (2013 vintage and later only)	United States of America	Canada	Taiwan (2016 vintage and later)	China
MANDATORY STATEMENTS	<p>If BioGro logo ⁽¹⁾ is used, it must be accompanied by your BioGro number</p> <p>If the BioGro logo is not used, all organic claims <u>must</u> be accompanied by the phrase "Certified by BioGro NZ Ltd" and your BioGro number.</p>	<p>'NZ-BIO-003' (mandatory TPA code showing that BioGro is accredited for the EU)</p> <p>If BioGro logo ⁽¹⁾ is used, it must be accompanied by your BioGro number</p> <p>If the BioGro logo is not used, all organic claims <u>must</u> be accompanied by the phrase "Certified by BioGro NZ Ltd" and your BioGro number.</p>	<p>'NZ-BIO-003' (mandatory TPA code showing that BioGro is accredited for Great Britain, Norway & Switzerland)</p> <p>If BioGro logo ⁽¹⁾ is used, it must be accompanied by your BioGro number</p> <p>If the BioGro logo is not used, all organic claims <u>must</u> be accompanied by the phrase "Certified by BioGro NZ Ltd" and your BioGro number.</p>	<p>'Made with organic grapes'</p> <p>"Certified by BioGro NZ Ltd" Must appear beneath the producer/ brand owner details</p> <p>If BioGro logo ⁽¹⁾ is used, it must be accompanied by your BioGro number</p> <p>If the BioGro logo is not used, all organic claims <u>must</u> be accompanied by the phrase "Certified by BioGro NZ Ltd" and your BioGro number.</p> <p><i>No 'organic wine' claims allowed unless no SO₂ or PMS is used. Please contact BioGro for further information.</i></p>	<p>'Organic Wine' in English and French</p> <p>"Certified by BioGro NZ Ltd" in English and French</p> <p>If BioGro logo ⁽¹⁾ is used, it must be accompanied by your BioGro number</p> <p>If the BioGro logo is not used, all organic claims <u>must</u> be accompanied by the phrase "Certified by BioGro NZ Ltd" and your BioGro number.</p>	<p>Must be labelled as 'Organic Wine'</p> <p>If BioGro logo ⁽¹⁾ is used, it must be accompanied by your BioGro number</p> <p>If the BioGro logo is not used, all organic claims <u>must</u> be accompanied by the phrase "Certified by BioGro NZ Ltd" and your BioGro number.</p>	<p>Chinese Organic Mark (logo) ⁽⁴⁾</p> <p>Chinese Organic Code ⁽⁴⁾</p> <p>If BioGro logo ⁽¹⁾ is used, it must be accompanied by your BioGro number</p> <p>If the BioGro logo is not used, all organic claims <u>must</u> be accompanied by the phrase "Certified by BioGro NZ Ltd" and your BioGro number.</p>

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<p>OPTIONAL</p>	<p>'Organic Wine' or similar</p> <p>References to the organic status of the vineyard/grapes/wine</p>	<p>'Organic Wine' or similar</p> <p>EU seal ⁽²⁾ If the EU logo is used, the TPA code must be in the same visual field, and must be accompanied with the statement 'New Zealand Agriculture'</p> <p>References to the organic status of the vineyard/grapes/wine</p>	<p>'Organic Wine' or similar</p> <p>References to the organic status of the vineyard/grapes/wine</p>		<p>COR Seal Must be accompanied by the wording 'Product of New Zealand' or 'Imported' in close proximity to the Seal</p> <p>References to the organic status of the vineyard/grapes/wine</p>		<p>'Organic Wine' or similar</p> <p>References to the organic status of the vineyard/grapes/wine</p>
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⁽¹⁾ Where the BioGro logo is used, ideally it would be at least 15 mm in width and accompanied by your BioGro Number (in Campton Bold font and underneath the logo) and comply with our guidelines. BioGro logo Guidelines can be found at the BioGro licensee portal <https://biogroportal.powerappsportals.com/members-area/member-templates/find-a-form>. The wine must be certified to the BioGro standards.

⁽²⁾ Link for the manual for the use of the EU logo – http://ec.europa.eu/agriculture/organic/documents/logo/user_manual_logo_en.pdf. If EU seal used, 'New Zealand Agriculture' must be used. Otherwise, it is not mandatory.

⁽³⁾ If the COR seal is used, this phrase must be used. Otherwise, it is not mandatory.

⁽⁴⁾ Chinese Organic Mark (logo) & Chinese Organic Code- the Chinese Organic Mark (logo) must be included in the label applied to the product and approved by BioGro prior to print. The Chinese Organic Code must be affixed either by an importer certified to a Chinese certification body or the COC is sourced from a Chinese organic certification body which is applied by the New Zealand manufacturer/exporter in New Zealand. Please see the guidelines surrounding the use of the Chinese Organic Code <https://www.mpi.govt.nz/dmsdocument/48559-Organic-Export-Requirement-China-Overseas-Market-access-Requirements-document>

Label Templates

If your wines are compliant, 'generic' templates can be submitted to labels@biogro.co.nz for approval, rather than submitting each individual label. You may be able to combine all market requirements onto one template as below, or you can provide a separate template for each market.

The template(s) must include the details below. Text place holders can be used in place of variables such as variety and year, so that one template covers multiple wines.

* For all markets:

- Brand Name
- Variety place holder
- Year place holder
- Descriptive text place holder, including any references to organic status or BioGro (if no organic claims are made, please leave blank)
- Your BioGro number and contact details (phone and/or address and/or email and/or website).
- Place holders for any other statements to be included on the template (i.e. Importer's address, etc.).

* For the EU

- NZ-BIO-003

* For the USA

- "Certified by BioGro NZ Ltd" beneath importer details
- "Made with organic grapes" statement

* For Canada

- "Certified by BioGro NZ Ltd"
- "Organic Wine" in English and French

Generic Template examples

Front label template (all markets):



Back label template (example for NZ+EU):



Back label template (example for NZ+USA):

