



## Distribution principles for Demeter certified products in France – 2025 edition

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## **A. Preamble**

### **1. Scope of application**

Each national Demeter association, which is a member of the “Biodynamic Federation – Demeter International”, is free to set its own principles for the distribution and marketing of Demeter certified products in its territory. Each Demeter member must comply with the principles of the country in which it markets Demeter certified products.

This chapter specifies the principles laid down by Demeter France for the marketing of Demeter certified products on French territory. These principles apply to all Demeter members and all retailers of Demeter certified products - whether or not they have a contract with Demeter France -, both French and foreign, marketing their products in France.

The English and French versions of the distribution principles are available online at: [www.demeter.fr](http://www.demeter.fr) in the “Professionals” section.

### **2. Duty to communicate**

By joining Demeter France, any production, processing, or marketing organisation undertakes to respect these and to inform its retail partners of the existence of these principles so that they respect them when marketing Demeter certified products in France.

Demeter members should inform their partners of the terms and conditions of use of the Demeter trademark and its distinguishing features in their general terms and conditions of sale. The conditions and different levels of use of the Demeter trademark are set out in section E of the distribution principles. If a member believes that a partner is not respecting these distribution principles, they must inform Demeter France by email at: [distribution@demeter.fr](mailto:distribution@demeter.fr)



### **3. Respectful business behaviour**

#### **3.1. General information**

For all decisions regarding products, quantities, supply and distribution channels, deadlines, prices and other conditions, it is important to remember that each Demeter member is free to determine their own sales conditions, as long as their practice complies with the applicable regulations and does not contradict the distribution principles laid down by Demeter France. Each Demeter member acts independently in the interest of the sustainability of their business and of the Demeter community.

When concluding specific contracts with their business partners, Demeter members commit themselves to behaving in a transparent and fair manner, and in a balanced relationship; this includes, among other things, that the member discloses and explains their needs, and listens to those of their business partner in order to take them mutually into account (obligation of mutual consideration). As a matter of principle, the buyer must ensure that the supplier's work is respected and must buy its products at a price that allows the latter to live in good conditions and ensure the sustainability of their activity.

Generally speaking, Demeter France keeps a legal watch on the implementation of more virtuous commercial practices, and in particular on the new principles that can be developed via EGalim 1, EGalim 2 and other laws. In this context, Demeter France may propose different initiatives on an experimental basis, in France and/or internationally, aiming in particular to protect the remuneration of farmers.

#### **3.2. The role of Demeter France certified farmers**

By committing to a Demeter certification, farmers actively contribute to the regeneration of ecosystems, and meet numerous requirements in terms of the inputs used, specific biodynamic practices, care of the soil and plants, development of biodiversity or social and societal responsibility. By obtaining Demeter certification, they choose to submit their practices and activities to regular controls by an external organisation, and then to inform consumers about their commitments in a transparent manner. It is therefore necessary to pay farmers a price that covers their production costs and ensures a decent income for the sustainability of their farms.



Demeter certified farmers know how their farms work because they know the specific conditions of their environment and their direct surroundings (soil types, annual rainfall, average yields in the area concerned, climatic events, etc.). They are therefore the only ones able to define the right price for their various produce.

### 3.3. The behaviour of partners who are members of or under contract with Demeter France

Partners who are members of or under contract with Demeter France must respect the general principles specified in 3.1. They must also meet the requirements listed below.

- **Compliance with commitments defined in written contracts:** a written contract is the formal validation of an agreement between the supplier and the buyer on prices, types of products, qualities, quantities, specific sales conditions and the duration of the commitment between the two parties. It represents a strong commitment for both the supplier and the buyer. In a spirit of good faith and loyalty, the conditions defined in the contracts must be respected by both parties, except in the case of duly justified force majeure (health or climatic hazards, or cessation of activity). In particular, when a raw material/product is grown/produced on demand for a buyer who is Demeter certified or has a contract with Demeter France, the latter must respect their commitments by buying the total quantities foreseen in the contract, at the agreed conditions.
- **Health or climatic hazard, and other exceptional events:** in the event of an exceptional health or climatic hazard beyond the control of the parties, no penalty may be imposed on a supplier who does not respect the volumes provided for in the contract. If other events occur, the buyer must provide proof of the supplier's default and the penalties must be proportionate to the loss suffered by the buyer.

### 4. **Non-compliance with the distribution principles of Demeter France**

These distribution principles have been developed in accordance with European and French law. Non-compliance with these distribution principles may be subject to sanctions, defined by Demeter France according to the degree of seriousness. This sanction can go as far as the withdrawal of the supplier's Demeter membership and/or legal proceedings against the buyer in their capacity as a Demeter member or as being under contract with Demeter France.



If a Demeter member considers that another certified member (French or foreign) or partner under contract with Demeter France does not respect these distribution principles, Demeter France must be informed by email at: [distribution@demeter.fr](mailto:distribution@demeter.fr).

## **B. Marketing principles - direct sales by Demeter members**

Demeter members are free to market their Demeter certified raw materials/products via any form of direct sales to consumers (physical or online sales outlets); their rights and duties are specified in the specifications, the GTCs and the internal regulations of Demeter France. They may also organise events to promote their products in any direct sales system, provided that these distribution principles are respected.

Demeter certified products are quality products and should be identified as such. Any communication concerning the Demeter trademark must be qualitative and must not in any way disparage or harm Demeter France, either in the terms and formulations used or in the associated visuals. It should never be exclusively price-driven.

## **C. Marketing principles - resale by trade intermediaries to professionals**

Demeter members are entitled to market their Demeter certified raw materials/products to any trade intermediaries (processors or wholesalers), who resell the products to professionals (BtoB), via online sales sites or physical shops, provided that these trade intermediaries comply with the conditions listed below. In all cases, any communication concerning the Demeter trademark and its distinguishing features must be qualitative and must not in any way denigrate or harm Demeter France, either in the terms and formulations used or in the associated visuals. It should never be exclusively price-driven. Demeter certified products are quality products and should be identified as such.

### **Types of trade intermediaries**

***a. Companies processing Demeter certified products (which process the raw materials and/or package them and/or change the labelling to their trademark) must be certified by Demeter France for traceability purposes. They may thus use the Demeter trademark and its distinguishing features, on the product and in their communications, in accordance with the specifications of Demeter France.***

Level of trademark use: 3



**b. The importers/wholesalers of raw materials and “Demeter” semi-finished products, packaged and resold to a food-processing company, with or without mention of the name of the Demeter member on the label, must be certified by Demeter France** when the goods are identified as being of Demeter quality, for traceability reasons. They may thus use the "Demeter" trademark during sales and in their communications, in accordance with the specifications of Demeter France.

Level of trademark use: 2

**c. Wholesalers of “Demeter” certified products resold in open packaging (esp. fruit and vegetable crates) must be certified by Demeter France** when the goods are identified as being of Demeter quality (on the crates or the fruit/vegetables) for reasons of traceability. They may thus use the "Demeter" trademark during sales and in their communications, in accordance with the specifications of Demeter France.

Level of trademark use: 2

**d. Wholesalers of “Demeter-certified” products that are resold in closed packages and labelled for sale to the consumer do not need Demeter certification** because they do not amend the products. However, in the absence of certification, they may not use the Demeter trademark and its distinguishing features other than for marketing the products concerned.

Level of trademark use: 1

**If they wish, these wholesalers (category D) can apply for a partnership contract with Demeter France** in order to become a "Partner Wholesaler" and thus benefit from personalised services and special terms and conditions for the use of the "Demeter" trademark and its distinguishing features in the context of their activities.

Level of trademark use: 2



## **MARKETING PRINCIPLES FOR WHOLESALERS**

Wholesaler Categories	CRITERIA	WITH NO DEMETER FRANCE PARTNERSHIP OR CERTIFICATION	WITH A DEMETER FRANCE PARTNERSHIP OR CERTIFICATION	
	Share of organic products in the total food range (references provided all year round)	0-100%	0-100%	0-100%
	Demeter identification	-	Category D Wholesaler (under contract) Demeter Partner Wholesaler	Category B or C Wholesaler (certified)
	Level of trademark use: (see section E)	1	2	2
Wholesaler's rights	WHOLESALER'S RIGHTS			
	Sale of Demeter products in sealed and labelled packages for sale to consumers	Yes	Yes	Yes
	Sale of Demeter products in "open packaging" (esp. crates)	Yes	YES	Yes
	Identification of Demeter products in "open" packaging (esp. crates)	No	No	Yes
	Access to Demeter services (for details: consult us)	No	Yes	Yes
	Referencing at <a href="http://www.demeter.fr">www.demeter.fr</a>	No	Yes	Yes
Demeter France requirements	DEMETER FRANCE'S REQUIREMENTS FOR THE WHOLESALER			
	Contract/ Demeter France Certification	No	Contract	Certification
	Control and certification	No	No	Yes
	Trained Demeter dedicated contact person	No	Mandatory	Mandatory
	Products from France	To be preferred	To be preferred	To be preferred
	Annual cost of Demeter services	No	Contact us	Contact us



#### **D. Marketing principles - resale by distributors to consumers**

Demeter members can market their products to any distributor who resells the products to consumers (BtoC) (specialised trade, retail trade, discount, online trade, etc.). They may also organise events to promote their Demeter certified products at the distributors' BtoC points of sale, provided that these distribution principles are respected. On the other hand, if Demeter certified products can be marketed everywhere, communication on the Demeter trademark and the use of the Demeter logo are very restricted, in particular for the distributor/reseller.

For the distributor/reseller, this involves in particular:

- **Respecting the distribution principles of Demeter certified products.** These principles specify the requirements for marketing Demeter certified products in bulk, the direct import of Demeter certified products in open packaging from outside the European Union and the conditions for the use of the Demeter trademark and its distinguishing features (levels 1, 2 or 3) according to the distributor's commitment.
- **Being aware of and respecting the points detailed in the preamble (point A.) of the distribution principles of Demeter France, and particularly point 2 on respectful business behaviour,** with purchase prices that allow suppliers and the various actors in the upstream sector to be properly remunerated in order to live in good conditions and ensure the sustainability of their activity.
- **Preferring Demeter products from France:** Demeter certified products from French agriculture and French processing companies should be preferred.
- **Controlling communication about the "Demeter" trademark:** communication concerning the "Demeter" trademark must be of a qualitative nature and must not in any way be disparaging or prejudicial to Demeter France, either in the terms and formulations used or in the associated visuals. Demeter certified products are quality products and should be identified as such.

If they wish, the distributors/resellers of "Demeter" certified products can apply for a partnership contract with Demeter France in order to become a "Demeter Partner" and thus benefit from personalised services and special terms and conditions for the use of the "Demeter" trademark and its distinguishing features in the context of their activities. Demeter France reserves the right to refuse a request for partnership from a distributor whose activity would not be in keeping with the ethics of the "Demeter" certification label or which could damage its reputation.





**a. MARKETING PRINCIPLES FOR DISTRIBUTORS (EXCLUDING PURE PLAYER AND MARKETPLACE)**

	Criteria	WITHOUT A DEMETER FRANCE PARTNERSHIP	WITH A DEMETER FRANCE PARTNERSHIP		
Categories of distributors	Categories		Bakery and grain products (flours, flakes and rolled grains) / Milk, milk products and plant-based alternatives/ Meat, meat products and eggs/ Sweet grocery/ Savory grocery/ Soft drinks/ Fruits, vegetables/ Teas, coffees, herbal teas and spices/ Wines, beers and alcoholic beverages/ Other food products/ Baby food & Baby care/ Cosmetics & food supplements/ Textiles		
	Marketed products	-	1 category*	5 categories minimum	5 categories minimum
	Share of organic products in the total food range (references provided all year round)	0-100%	0-100%	80-100%	80-100% (OWN LABEL ACCESS)
	Number of Demeter product categories marketed per year:	-	1	5 categories minimum	5 categories minimum
	Number of Demeter product references/brands marketed each year	-	Determined according to chosen contract	50 references minimum	50 references minimum on platform
	Level of trademark use: (see section E)	1	2	2	3
Distributor's rights	Sale of packaged Demeter products	Yes	Yes	Yes	Yes
	Sale of Demeter products in bulk	Yes	Yes	Yes	Yes
	Identification of Demeter products in bulk	No	Yes (If Organic Certification)	Yes (If Organic Certification)	Yes (If Organic Certification)
	Access to qualitative own label certification with the following conditions: - 100% organic private label - <u>Minimum</u> 3-year contract with suppliers - Different label from the producer's products	No	No	No	Yes (with corresponding certification)
	Access to Demeter services	No	Determined according to chosen contract	Determined according to chosen contract	Determined according to chosen contract
Demeter France requirements	Partnership contract with Demeter France	No	Yes	Yes	Yes
	Inspection and certification	No	No	No	For products under the qualitative private label
	Training	No	Mandatory	Mandatory	Mandatory
	Placement of Demeter products on the organic shelves	Recommended	Recommended	Recommended	Recommended
	Development actions	-	-	Determined according to chosen contract	Determined according to chosen contract
	Products from France	To be preferred	To be preferred	To be preferred	To be preferred
	Annual cost of Demeter services	No	Contact us	Contact us	Contact us

\* A "1 category" distributor is a distributor with at least 80% of the overall offer made up of only one category.



**b. MARKETING PRINCIPLES FOR PURE PLAYERS**

	Criteria	WITHOUT A DEMETER FRANCE PARTNERSHIP	WITH A DEMETER FRANCE PARTNERSHIP		
	Categories		Bakery and grain products (flours, flakes and rolled grains) / Milk, milk products and plant-based alternatives/ Meat, meat products and eggs/ Sweet grocery/ Savory grocery/ Soft drinks/ Fruits, vegetables/ Teas, coffees, herbal teas and spices/ Wines, beers and alcoholic beverages/ Other food products/ Baby food & Baby care/ Cosmetics & food supplements/ Textiles		
Categories of distributors	Marketed products	-	1 category*	3 categories minimum	3 categories minimum
	Share of organic products in the total food range (references provided all year round)	0-100%	0-100%	80-100%	80-100%
	Number of Demeter product categories marketed per year	-	1	5 categories minimum	5 categories minimum
	Number of Demeter product references/brands marketed per year	-	Determined according to chosen contract	50 references minimum	50 references minimum
	Level of trademark use: (see section E)	1	2	2	3
Distributor's rights	Sale of packaged Demeter products	Yes	Yes	Yes	Yes
	Sale of Demeter products in bulk	Yes	Yes	Yes	Yes
	Identification of Demeter products in bulk	No	Yes (If Organic Certification)	Yes (If Organic Certification)	Yes (If Organic Certification)
	Access to qualitative own label certification*** with the following conditions: - 100% organic private label - <u>Minimum</u> 3-year contract with suppliers - Different label from the producer's products	No	No	No	Yes (with corresponding certification)
	Access to Demeter services	No	Determined according to chosen contract	Determined according to chosen contract	Determined according to chosen contract
Demeter France requirements	Partnership contract with Demeter France	No	Yes	Yes	Yes
	Inspection and certification	No	No	No	For products under the qualitative private label
	Trained Demeter dedicated contact person	No	Mandatory	Mandatory	Mandatory
	Development actions	-	Determined according to chosen contract	Determined according to chosen contract	Determined according to chosen contract
	Products from France	To be preferred	To be preferred	To be preferred	To be preferred
	Annual cost of Demeter services	No	Contact us	Contact us	Contact us

\* A "1 category" distributor is a distributor with at least 80% of the overall offer made up of only one category.



**c. MARKETING PRINCIPLES FOR MARKETPLACES**

	Criteria	WITHOUT A DEMETER FRANCE PARTNERSHIP	WITH A DEMETER FRANCE PARTNERSHIP	
Categories of distributors	Categories		Bakery and grain products (flours, flakes and rolled grains) / Milk, milk products and plant-based alternatives/ Meat, meat products and eggs/ Sweet grocery/ Savory grocery/ Soft drinks/ Fruits, vegetables/ Teas, coffees, herbal teas and spices/ Wines, beers and alcoholic beverages/ Other food products/ Baby food & Baby care/ Cosmetics & food supplements/ Textiles	
	Marketed products	-	1 category*	5 categories minimum
	Share of organic products in the total food range (references provided all year round)	0-100%	0-100%	80-100%/ 0-100% direct-to-consumer sales platform
	Number of Demeter product categories marketed per year:	-	1	Determined according to chosen contract
	Number of Demeter product references/brands marketed per year	-	Determined according to chosen contract	Determined according to chosen contract
	Level of trademark use (see section E)	1	2	2
Distributor's rights	Sale of packaged Demeter products	Yes	Yes	Yes
	Sale of Demeter products in bulk	Yes	Yes	Yes
	Identification of Demeter products in bulk	No	Yes (If Organic Certification)	Yes (If Organic Certification)
	Access to Demeter services	No	Determined according to chosen contract	Determined according to chosen contract
Demeter France requirements	Partnership contract with Demeter France	No	Yes	Yes
	Inspection and certification	No	No	No
	Trained Demeter dedicated contact person	No	Mandatory	Mandatory
	Development actions	-	Determined according to chosen contract	Determined according to chosen contract
	Products from France	To be preferred	To be preferred	To be preferred
	Annual cost of Demeter services	No	Contact us	Contact us

\* A "1 category" distributor is a distributor with at least 80% of the overall offer made up of only one category.



## **E. Levels of use of the Demeter trademark**

### **- Level 1 (no partnership with Demeter France): informational communication about the Demeter product**

- Reproduction of the Demeter trademark, its logo and its distinguishing features solely for the purpose of informing the buyer about the characteristics of the product concerned: in the product description and in the list of products on the website
- Use and distribution of materials created by Demeter members and of all information about the products provided by Demeter members

### **- Level 2 (partnership with Demeter France): commercial communication about the Demeter trademark**

- Reproduction of the Demeter trademark, its logo and distinguishing features in the list of products and in an informative manner on the website of the retailer of Demeter certified products, and of content on Demeter certification (appearance of the Demeter trademark in the list of other quality initiatives)
- Use and distribution of materials created by Demeter members, and of all information on the products provided by Demeter members
- Promotion and display of Demeter certified products (shelf talkers, island displays, stands, etc.)
- Reproduction of the Demeter trademark, its logo and its distinguishing features in all commercial communication in favour of Demeter certified products, the Demeter trademark and/or the Demeter certification, in paper or digital format
- Use of advertising materials made available by Demeter France
- Creation of specific media or dedicated communication campaigns in shops displaying the Demeter trademark and certification, subject to prior written approval by Demeter France



**- Level 3 (partnership with Demeter France with private label certification): commercial communication about the Demeter trademark associated with the private label**

- Reproduction of the Demeter trademark, its logo and distinguishing features in the list of products and in an informative manner on the website of the retailer of Demeter certified products and of content on Demeter certification (appearance of the Demeter trademark in the list of other quality initiatives)
- Use and distribution of materials created by Demeter members, and of all information on the products provided by Demeter members
- Promotion and display of Demeter certified products (shelf talkers, island displays, stands, etc.)
- Reproduction of the Demeter trademark, its logo and its distinguishing features in all commercial communication in favour of Demeter certified products, the Demeter trademark and/or the Demeter certification, in paper or digital format
- Use of advertising materials made available by Demeter France
- Creation of specific media or dedicated communication campaigns in shops displaying the Demeter trademark and certification, subject to prior written approval by Demeter France
- Combination of Demeter certification with the qualitative private label (see our specific requirements for the private label: 100% organic, minimum 3-year contract with suppliers, different label from producer's products)