



JANUARY-MARCH 2012

# newsletter

VOL. 6 / NO. 4

**ORGANIC FOOD**



ORGANIC FOOD AND  
ITS CERTIFICATION

ORGANIC HAUS- CRUSADER  
FOR BETTER FOOD

CRICKETER DILIP DOSHI  
SPINS FOR ORGANICS

ECO  
NEWS

*The Environmental Information System acronymed as ENVIS was implemented by the Ministry of Environment & Forests by end of 6th Five Year Plan as a Plan Scheme for environmental information collection, collation, storage, retrieval and dissemination to policy planners, decision makers, scientists and environmentalists, researchers, academicians and other stakeholders.*

*The Ministry of Environment and Forests has identified Consumer Education and Research Centre (CERC), Ahmedabad, as one of the centers to collect and disseminate information on "Eco-labelling and Promotion of Eco-friendly Products". The main objective of this ENVIS Centre is to disseminate information on Eco products, International, and National Eco labeling programs.*

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## **ORGANIC FOOD**

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*Organic food is becoming very popular now days. These are now a regular item at most supermarkets. But consumers are not much aware what is the difference between "Organic" and "Natural." These two terms are not interchangeable or synonymous. The foods that are grown and processed according to organic standards developed by recognized private and state certification organisations labeled as "Organic".*

*The term "Organic" means the agricultural products which are grown and processed in a way that do not require artificial fertilisers, synthetic pesticides, genetically modified genes (GMO) and many more that harms environment. To label the agricultural product as "Organic", specific requirements should be met and maintained.*

*Consumers want their food to be more than tasty and affordable; they want safe and nutritious foods too. Is organic food really healthier? Is it more nutritious? What do all the labels mean? Why is it so expensive? These are the questions consumers always raise. The answer is not yet very clear. As per an article published in mayoclinic.com a recent study examined the past 50 years' worth of scientific articles about the nutrient content of organic and conventional foods. The researchers concluded that organically and conventionally produced foodstuffs are comparable in their nutrient content. Research in this area is ongoing. Organic food costs more. Reason is due, in part, to more expensive farming practices. The American Academy of Pediatrics says that science has not proven that eating pesticide-free food makes people any healthier. But is a general belief that foods without pesticides and artificial fertilisers are better food than grown with conventional methods.*

*Lack of visibility affects consumer awareness of the organic standards. Labelling has the potential to increase consumer confidence. Display of the organic certification seal on packages or signage could increase consumer awareness.*



# Organic food and its Certification



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# Organic Food

As per definition of United States Department of Agriculture (USDA) organic foods are “Food products produced by organic farming practices and handled or processed under organic handling and manufacturing processes as defined by several private and state organic certifying agencies.” Organic farming is an approach based on biological methods to replace the use of artificial fertilisers, pesticides, and other chemicals. This approach to farming puts value on ecological harmony, resource

efficiency, and non-intensive animal husbandry practices.

Organic foods are also not processed using irradiation, industrial solvents, or chemical food additives. Many private and state certification organisations are inspecting organically produced products. These organisations follow standards and certify the products as organics. Farmers who are interested to certify their products, they can approach to these certifying organisations.



# Certification of Organic Food

## *International Scenario*

### *USA*



To meet strict government certificates the U.S. Department of Agriculture (USDA) has established an organic certification program. These standards regulate how such foods are grown, handled and processed. Its National Organic Program regulates the standards for any farm, wild crop harvesting, or handling operation that wants to sell an agricultural product as organically produced. A USDA accredited certifying agent must verify the organic products before giving "USDA Organic" label to products. The label "USDA Organic" is a term that specifies that the food or other agricultural products have been produced through standard procedures that incorporate cultural, biological, and mechanical practices. These are approved methods that nurture cycling of resources, promoted ecological balance, and conserve biodiversity. This label also depicts that product is devoid of artificial fertilisers, genetic engineering, and irradiation.

The National Organic Programme develops the laws to regulate the creation, production, handling, labeling, trade, and enforcement of all USDA organic products. This process, commonly referred to as rulemaking, involves input from the National Organic Standards Board (a Federal Advisory Committee made up of fifteen members of the public) and the public.

### *European Union*

The EU organic farming logo describes the origins and qualities of the food and drink. Its presence on any product offers consumers' confidence about the products and ensures compliance with the EU Organic Farming Regulation. Since July 2010 the logo is mandatory for all organic pre-packaged food products within



the European Union. The logo on a voluntary basis for non pre-packaged organic goods produced within the EU or any organic products imported from third countries can be used.

EU is using a new logo "Euro Leaf"- second certifying symbol for organic products. The first logo was launched in 1990s and was voluntary. It is obsolete from July 2012. It may still appear on some products as they clear through supply chain.



### *Japan Agricultural Standards (JAS)*

The Japan Agricultural Standards for organic plants and organic processed foods of plant origin were established in 2000. It was based on the "Guidelines for the Production, Processing, Labelling, and Marketing of Organically Produced Foods", which were adopted by the Codex Alimentarius Commission. In November 2005 it developed standards further for organic livestock products, organic processed foods of animal origin, and organic feeds. The Minister of Agriculture, Forestry and Fisheries establishes these standards. The standards set out mandatory organic labelling requirements, organic production standards, and third-party certification procedures for acceptance of organic product (crop and crop products). Fiber (including wool) and wine are not covered under the JAS organic program. Producers exporting fiber or wine may make claims to their certified organic status and display their certification body seal, but not the JAS label.



### *International Federation for Organic Agriculture Movements (IFOAM)*

IFOAM is the worldwide umbrella organization for the organic movement, uniting more than 750 member organizations in 116 countries. Based on the principles of organic culture IFOAM adopts



ecologically, socially and economically sound systems. The International Organic Accreditation Service (IOAS) accredits certification bodies as per IFOAM Accreditation Programme at international level. It then delivers "IFOAM Accredited" logo. IOAS is an independent NGO that ensures global equivalency of certification programs and attempts to harmonize standards, taking into consideration local differences.



## National Scenario

In the year 2000, Ministry of Commerce & Industry launched National Program on Organic Production (NPOP). The purpose is to provide the ways to evaluate certification programmes for organic agriculture and products as per the approved criteria and accredit the certification programme. Standards and process have been formulated in the accord with international standards such as those of Codex and IFOAM.



The Agricultural and Processed Food Products Export Development Authority (APEDA) governs NPOP and Organic logo. The programme facilitates the certification in conformity to the National Standards for Organic Products and encourages the development of organic farming and organic processing.

In 2010-11 India ranked 88th for agriculture land under organic crops to total farming area and 33rd in terms of total land under organic cultivation. The cultivated land under certification is around 4.43 million hectares.

European Commission and Switzerland have recognized the NPOP standards for production and accreditation system as equivalent to their country standards. Similarly, USDA has also recognized NPOP conformity assessment procedures of accreditation as equivalent to that of US. With these recognitions, the importing countries accept Indian organic products duly certified by the accredited certification bodies of India.

In India certified organic products are all varieties of food products like Basmati rice, Pulses, Honey, Tea, Spices, Coffee, Oil Seeds, Fruits, Processed food, Cereals, Herbal medicines and their value added products. It also produces organic cotton fiber, garments, cosmetics, functional food products, body care products, etc.

[http://www.apeda.gov.in/apedawebsite/organic/Organic\\_Products.htm](http://www.apeda.gov.in/apedawebsite/organic/Organic_Products.htm)

<http://www.fsis.usda.gov/Help/glossary-O/index.asp>

[http://www.usda.gov/wps/portal/usda/usdahome?navid=ORGANIC\\_CERTIFICATION](http://www.usda.gov/wps/portal/usda/usdahome?navid=ORGANIC_CERTIFICATION)

[http://ec.europa.eu/agriculture/organic/eu-policy/logo\\_en](http://ec.europa.eu/agriculture/organic/eu-policy/logo_en)

<http://www.tmorganics.com/online-tools/accreditation-bodies/japanese-agricultural-standard-jas.html>

<http://www.maff.go.jp/e/jas/specific/organic.html>

<http://www.ifoam.org/sub/faq.html>

# Organic Haus- Crusader for Better Food

## *Product and business model: what are the products available?*

Organic Haus is India's first premium all-organic products brand. The company opened its first flagship store in India in November 2011 at Ahmedabad followed by a store in Mumbai in March 2012. Organic Haus, founded by Dilip R. Doshi, former Indian cricketer, retails a wide range of EU certified organic products from vegetarian packaged foods, natural cosmetics to home detergents and food supplements that provide vital nutrition.

Organic Haus makes available over 800 products, from more than 18 different brands, under one roof. The array of products include breakfast cereals, museli, breads, nut spreads, jams, fruit sauces, honey, juices, an extensive range of pasta's, olive oil, pasta sauces, vinegars as well as other cooking items like tomato ketchup, mustard sauce, ciders.

Organic Haus also has a variety of snack options like organic biscuits, cookies, crackers, fruit-based energy bars and chocolates as well widespread range of beverages such as juices, herbal teas, fruit teas, coffee, All I need (a green tea based energy drink) and Bionade (non-alcoholic fermented drink). For health aficionados, Organic Haus has makes available organic health supplements, plant juices for a healthy living as well as a Slimming kit, guaranteed to help you reduce 10 pounds in 10 days.

In addition to the edible organic products, Organic Haus also retails a range of organic homecare products like detergents, cleaning liquids as well Grain Mills and water purifier.

## *How are these products perceived?*

Awareness and knowledge have become crucial factors in changing the attitude of Indian consumers towards organic products. The demand for organically produced products globally has significantly increased due to increasing health concerns, food safety and environmental concerns. It has been empirically investigated that socio-demographic profiles, food buying behavior and nutritional knowledge of the consumers are most likely to affect the awareness level and purchase decisions of organic foods. Consumers also consider taste, animal welfare, and the absence of Genetically Modified Organisms (GMOs), additives and synthetic chemicals, in their purchases. In addition, increased media attention on food safety and the environment as a whole has heightened consumer awareness of both what they are eating and how their food is produced.

Demand for organic food and beverages is growing rapidly; especially in the developed economies such as North America and Europe. In 2008, the market for global organic food and beverages crossed \$51 billion and is expected to have a CAGR of 12.8% from 2010 to 2015; reaching \$104.5 billion by 2015.

Organic products, which can simply be defined as products grown without the use of synthetic chemicals, are attractive to many consumers because of both their perceived and actual qualities. Organic consumers place significant value on food quality, nutrition, environmental sustainability, and animal welfare.

On average, organic products are more expensive than conventional products, meaning that consumers who buy organics are willing to pay more for the perceived health and environmental benefits.

Indian consumers are constantly being educated and the awareness is growing. There are still a lot of consumers who are not entirely clear about the difference between organic and regular mass-produced industrialized products and thus wide spread responsiveness to organically produced goods is essential for the market to grow.








On the other hand, consumers who are users of organic products and are satisfied with the taste of organic foods and to an extent about the premium prices, concerns like authenticity of being organic, absence of range of varieties, right information on the pack and absence of convenient supply points have to be addressed to increase the demand for organic food.

Increased public health consciousness and increased visibility will help, but there has to also be a shift in mindset. Customers need to be ok to pay the price differential of 15-20 per cent between organic and non-organic fruits and know why they are paying the extra buck.

While the government has taken measures to make these products popular in the domestic market, the consumer is still waiting for the price to be on a par with other products. Prices are likely to come down when the farmer completes the conversion process and the output increases. As the demand goes up, other factors such as economies of scale will automatically set in, leading to a further drop in prices.

## *What does the German organic label mean?*

All the products available at Organic Haus stores are certified organic according to strict German and European Union quality guidelines. The company sources its products mainly from German, Austrian and Northern European manufacturers, as they stand for the best in organic quality worldwide. Germany is a key player in the global organic market and also has played a pioneering role in the organic food movement. Germany is described as a nation that is very passionate about organic products. German consumers are considered to be inherently careful of their health, the environment and social issues. They generally give preference to healthier products, and organic goods have recently garnered unprecedented appeal as more and more Germans are making organic purchases. In fact, Germans are the top consumers of organic packaged food and beverages in the European Union (E.U.). Demand for organic products continues to grow rapidly, especially in North



A glass pitcher is pouring clear water into a glass. The water is captured mid-pour, creating a dynamic sense of movement.

America and Europe where organic foods have become an integral part of mainstream culture demand for organic products continues to grow rapidly, especially in North America and Europe where organic foods have become an integral part of mainstream culture.

In Europe, when considering food regulation, the term "organic" is defined by law. So if a product is labeled as organic and it has not been certified organic to the regulated standards, then the person or company responsible for the fraud can go to prison as it is against the law to label a food organic if it is not certified. In this way, consumers are being protected from cheats and frauds, and the organic standards are upheld.

Germany is Europe's leading organic market. In the German-speaking countries there have been older non-government organizations that had issued labels for organic food long before the advent of the EU organic food regulations. Their labels are still used widely as they significantly exceed the requirements of the EU regulations. An organic food label like "demeter" from Demeter International has been in use since 1928 and this label is still regarded as providing the highest standards for organic food in the world.

Only with an organic percentage of at least 95 percent can the foodstuff be sold as an organic product and be labelled with the German Organic Production Logo "Bio-Siegel", the EU organic logo or other organic logos.

Courtesy: <http://www.organic-haus.com>





market has grown, albeit slowly owing to the financial crisis. The demand for these products remains concentrated in North America followed by Europe, which constitutes 96% of revenues globally. This pattern points to the fact that most of the produce from the countries is geared towards exports<sup>2</sup>.

Through the study conducted by World of Organic Agriculture in 2010, it was revealed that the land available to organic production is 37 million hectares. Although 160 countries are involved in such processes, it constitutes only .9% of the land resources available. As a result, the price of organic produce remains high. The hope remains that as more people will demand organic products; there will be a need to dedicate land exclusively to this purpose, and this will consequently bring down the cost of organic goods. At this stage, the investment in bringing EU certified produce into India remains high, owing to the taxation structures, import duties, and other cost accruals. Organic Haus works to keep these costs to a minimum, and not transfer them to the end-buyer in an attempt to encourage more consumers.

Price, is often, cited as deterrent towards buying and consuming organic. If one actually does the arithmetic, one actually comes to the conclusion that the average spend of a family for weekly grocery supplies can easily absorb the cost of organic shopping—and in the long run, it's an investment into one's wellbeing and good health. Take into account expensive medical bills that pile over time, and one tends to realise the importance of consuming healthy alternatives instead of

seeking instant remedies through medication. Science, studies and surveys have often linked good health and immunity to the food we eat; these all point to what we understand, but often fail to implement—we're what we eat. Hippocrates once said: 'Let food be thy medicine and medicine be thy food'. It's something of a truism, as we now understand.

There's a reasonable degree of scepticism too, about the concept of "organic". Many buyers often wonder whether it really makes a difference to coin something as organic, or if it's a fad that some hippy cooked up. India has emerged as the fastest growing market, for organic goods. According to a report released by RNCOS in Jan, 2012, the sector is poised to grow at a rate of CAGR of 15% during 2011-2013. Rising demands from tier I and tier II cities signals towards the growing acceptance of the concept among masses. To understand the concept better, the best aid is to check the labels of what you're buying. Now a mandatory requirement, manufacturers are required to print the ingredients on the packaging of products. Since July 2010, the EU organic logo is obligatory for all organic pre-packaged food products within the European Union. Compare something that comes from an organic source, and a factory, take jam or conserve for example, and you will note the difference. There are also agencies that have standardised processes, and certifications that will label whether or not something is indeed organic. Spurred by the domestic rise in organic production of exports, there has also been an increase in the number of certifying bodies.

# Cricketer Dilip Doshi spins for Organics

*Dilip Doshi is a passionate vegetarian*

During his numerous business trips to Germany, he discovered that Germany is one of the pioneering nations in Europe to develop techniques for organic farming. Based on the recent study by FiBL-IFOAM Survey, 2012, Europe has 10 million hectares of land dedicated to organic farming. Compared with the previous survey (data per end of 2009), the organic agricultural land decreased slightly (by 50'000 hectares, -0.1 percent). There was strong growth in Europe, where the area increased by 0.8 million hectares (+9 percent). In Asia, however, the organic area decreased, mainly due to a major decline of organic farmland in India and China<sup>1</sup>. The intent to invest in the production of organic food is evident in the quality of produce that comes out of Europe. Many producers have been involved in developing these methods for over hundreds of years, having learnt from age-old Indian practices that have long been forgotten in our country. Some of the manufacturers harvest produce based on the season, cycles of the moon, and in harmony with nature's rhythms. As a result, the flavours and inherent goodness of the foods, and other products remains intact—easily observable when consumed.

Although India as a nation has relied on these methods in the past, the Green Revolution and the need to feed so many people has forced the use of chemicals, fertilisers and other additives in food products. The need to be efficient has had an impact on the quality. Over a period of time, these accumulated fertilisers and pesticides find their way into our food cycle, if not consumed directly. Many illnesses and diseases have been linked with ingestion of food, laced with these harmful chemicals. It was these observations that led to the creation of Organic Haus—a brand that stands for its carefully sourced 100% EU certified products. The company's partners ensure, and assure buyers of the stringent quality and processes required to produce these goods. Currently, India exports millions of dollars worth of organic produce to countries such as the US, EU and a handful of other nations. However, consumption within the country is comparatively low. The exports adhere to different certification types such as ECOCERT, following processes delineated by American or European bodies. Within the country, there's a growing awareness toward the concept—there are numerous farmers markets, even large scale farms that supply organic produce to the HORECA sector of the country. By way of packaged produce too there are brands available that retail cereals, pulses, grains and other everyday items such as Organic India, Fab India, Navdanya, Monarka Organic, in addition numerous small unorganised brands. Food retail chains have also invested in developing a segment of organic items in their stores. However, in the absence of a dedicated brand that can supplement one's daily requirements, Organic Haus fulfils the role of a one-stop shop. From everyday food items, cosmetics to health care categories; it stocks over 800 product lines, offering a consumer a wide-ranging variety to choose from. The rationale however isn't to replace every day things from the consumer's regimen. Instead, the brand seeks to supplement a shopper's organic requirements—through snacks, breakfast, etc. Although a chunk of what the world consumes is produced in African and Asian countries, in addition to the EU, there's a disparity in the consumption and production of these goods in their home countries. The size of the organic food and drink market was pegged at 59 billion USD in 2010, according to the Organic Monitor. Since then the



*“Many of the new certifiers are branch offices of international certification bodies that have gained approval, for instance, by the European Union or the local government.*

*The total number of certification bodies is 549, up from 532 in 2010”*

At Organic Haus, all products follow the EU certification process, characterised by the Euro leaf, on a green background. One of the most stringent processes in the world, the EU system requires manufacturers to comply with various rules, and methods before they can be certified. Whenever the EU organic logo is used on the product, it always has to be accompanied by the code number of the control body and the place where the agricultural raw materials composing the product have been farmed<sup>4</sup>. Since some of the raw materials used to produce these goods can be sourced/farmed in other countries, the places are distinguished in three tier format:

- ‘EU Agriculture’, where the agricultural raw material has been farmed in the EU,
- ‘non-EU Agriculture’, where the agricultural raw material has been farmed in third countries,
- ‘EU/non-EU Agriculture’, where part of the agricultural raw materials has been farmed in the Community and a part of it has been farmed in a third country from the EU.

These systems and processes ensure that a buyer, no matter where in the world the product is bought, is assured a certain quality of produce. Stringent legislative processes control the manufacture of food, homecare, cosmetic, and other organic goods. All brands available under the Organic Haus umbrella are 100% vegetarian.

The relationship between food, and our bodies has long been questioned, proven and once again questioned—depending on who’s asking

them. There remains a general consensus over the idea that one can only be as healthy as what one eats. And yet, we constantly quiz ourselves over the value of buying organic goods, which are admittedly costlier than the average supermarket junk, but scores much higher in nutritional value. There are many debates among nutritionists, dieticians, and doctors world over about the nutritional merits of organic.



References:

1,2,3: Willer, Helga and Kilcher, Lukas (Eds.) (2012) The World of Organic Agriculture - Statistics and Emerging Trends 2012. Research Institute of Organic Agriculture (FiBL), Frick, and International Federation of Organic Agriculture Movements (IFOAM), Bonn

V 2.0 10/02/2012

4,5: EU Organic certification website; logo use (organic-farming.eu)

# Eco News

## *Organic food is no better than traditionally grown food*

Organic food was earlier available only in health store but now it has become a regular feature at almost all super/hyper markets. It has created a bit of dilemma for the consumer to choose. Both products provide minerals and nutrients required for health. Researcher of Stanford University says

*“Organic food is no better for you than traditionally grown food but it may taste better.”*

This research study is published in the journal **“Annals of Internal Medicine.”** The organic food does not require artificial fertilisers, pesticides, and other chemicals. Despite these perception scientists of Stanford University says that there is little evidences to say that organic food is healthier than conventional/traditional. But organic produce is 30% less likely to be contaminated with pesticides than conventional fruits and vegetables.

The findings of 237 research studies revealed that the organic foods have 30% less pesticides than traditionally grown vegetables and fruits but are not certain that these are 100% free of the chemicals. It is found that there are no consistent differences in the vitamin content. In organically grown food higher levels of phosphorous are found but it has little importance because few consumers

are deficient in this. The significant finding is that milk contains higher level of omega-3-fatty acids that is supposed to be vital for brain development in infants and for cardio-vascular health.

Dr. Crystal Smith-Spangler, a teacher at Stanford’s Centre for Health Policy, said: “Some believe that organic food is always healthier and more nutritious. We were a little surprised that we didn’t find that.” Dr. Dena Bravata, a senior affiliate with Stanford’s Center for Health Policy, said: “There isn’t much difference between organic and conventional foods.” The aim of the researchers is to educate people not to discourage them to be away from organic purchases.

In India, the organic food market is increasing by 20-22% per year as per recent study. India is exporting organic food of value Rs. 1,000 crore. Around 3.38 million tonnes of certified organic products, including basmati, pulses, tea, coffee, spices and oilseeds are produced in India.

Organic foods are often twice as expensive as their conventionally grown counterparts. “If you look beyond health effects, there are plenty of other reasons to buy organic instead of conventional,” noted Bravata.

The study published in the journal lacks strong evidence that organic foods are significantly more nutritious than conventional foods. Consumption of organic foods may reduce exposure to pesticide residues and antibiotic-resistant bacteria.

[http://articles.timesofindia.indiatimes.com/2012-09-05/india/33614836\\_1\\_organic-food-conventional-foods-organic-products](http://articles.timesofindia.indiatimes.com/2012-09-05/india/33614836_1_organic-food-conventional-foods-organic-products)

<http://annals.org/article.aspx?articleid=1355685>

<http://www.telegraph.co.uk/health/healthnews/9517246/Organic-food-is-not-healthier.html>





## *Bhutan targets to be the world's first 100 percent organic nation*

Bhutan best known for its "Gross National Happiness" model, is aiming to become the first nation across the world to turn its indigenous food and farmers 100% organic.

The tiny Asian nation wedged between China and India Bhutan is going organic. The citizens of Bhutan who are generally Buddhist are aiming to phase out chemicals from its farming by next decade.

"Bhutan has decided to go for a green economy in light of the tremendous pressure we are exerting on the planet," Bhutan Agriculture Minister Pema Gyamtsho told AFP- a global news agency. "If you go for very intensive agriculture it would imply the use of so many chemicals, which is not in keeping with our belief in Buddhism, which calls for us to live in harmony with nature." At Rio+20 Conference on Sustainable Development, Prime Minister of Bhutan Jigmi Thinley announced he wants to make "Raised in Bhutan " label as synonymous to "Organically Grown."

With population more than Bhutan 7,00,000 majority of them are dependent on farming. Bhutan government has developed strategy to go step by step and identified few crops that will go organic immediately and for certain crops they will phase out use of chemicals. Citizens of the nation have hope for the program as to "pursue organic farming as the finest recourse to alleviate rural poverty in the country."

There is a growing market for organic goods in neighboring countries, like India, with a growing middle class. Nadia Scialabba, global specialist on organic farming at the UN's Food and Agriculture Organization, told the AFP that this trend is "happening in very small countries who are not competitive on quantity, but they would like to be competitive in quality."

[http://www.huffingtonpost.com/2012/10/04/bhutan-organic-farming-chemicals-fertilizers-pesticides\\_n\\_1940029.html?utm\\_hp\\_ref=food&ir=Food](http://www.huffingtonpost.com/2012/10/04/bhutan-organic-farming-chemicals-fertilizers-pesticides_n_1940029.html?utm_hp_ref=food&ir=Food)  
<http://phys.org/news/2012-10-bhutan-aims-nation.html#jCp>  
<http://www.afp.com/en/news/topstories/bhutan-aims-be-first-100-organic-nation>

## *The Blue Angel – Eco-Label with Brand Character*

The Blue Angel is the first and oldest eco-labeling program in the world and was created in 1978 to promote environment friendly products and services. On the initiative of the Federal Minister of the Interior environment-related label for products and services was created. The Ministers of the Environment of the federal government and the federal states approved it.

The Blue Angel logo consists of three elements:

1. Label

2. Surrounding Text

3. Protection Goal



1. The environmental symbol of the United Nations in the form of a blue ring with a laurel wreath and a blue figure with outstretched arms in the middle.
2. The surrounding text specifying the main environmental properties of the product carrying the label, e.g. because energy-saving or low-noise.
3. Indication of the product's central protection goal, e.g. "it saves resources". The product groups are currently classified into four different protection goals.

The Blue Angel promotes the concerns of both environmental protection and consumer protection. Therefore it is awarded to products and services which are particularly beneficial for the environment in an all-round consideration and which also fulfill high standards of occupational health and safety and fitness for use.

It considers itself as a market-conform instrument of environmental policy designed to distinguish the positive environmental features of products and services on a voluntary basis. Today, about 11,700 products and services in about 120 product categories carry the Blue Angel eco-label. During these years it has had a significant number of successes in environmental and consumer policies. The Blue Angel succeeds when the ecologically most advantageous products have become the standard.

Consumers find the Blue Angel eco-label on the product itself while Blue Angel ecolabelled services make it part of their service offers.

[www.blauer-engel.de/en/blauer\\_engel/index.php](http://www.blauer-engel.de/en/blauer_engel/index.php)

### **Write to us**

We value your views and suggestions. Please send us your feedback on this issue.

We would also like to have your contribution on the information relevant to the Eco product and Eco labeling.

Please mail: [cerc-env@nic.in](mailto:cerc-env@nic.in)



## होली की उमंग प्राकृतिक रंगों के संग

इस होली पर रसायनों से बने रंगों के प्रति सचेत रहें जो आपकी त्वचा को स्थायी नुकसान पहुँचा सकते हैं। होली के प्राकृतिक रंगों पर ज़ोर देकर उल्लास-उमंग को यादगार बनाएँ।



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