

Regulations

for the collective mark "V" to identify vegetarian goods, products and services in Europe

I. General

The collective mark "V" is an excellent way to profile European Vegetarianism, as propagated by the European Vegetarian Union (EVU). The collective mark "V" will enable the vegetarian organisations to position themselves as consumer organisations by closing up the ranks and acting as a mediator between consumers on the one hand and manufacturers, producers and service providers on the other.

II. Owner of the mark

The European Vegetarian Union (short EVU) is the owner and bearer of all rights to the collective mark "V". The conditions of these regulations are equally binding for the EVU and all licensees.

III. Shape of the collective mark "V"

The collective mark "V" is protected in all sizes and colours. It has the following shape:



Additional words such as "Recommended by the EVU" or similar expressions in the respective languages are permitted.

For goods and products that do not contain any ingredients of animal origin, the word "vegan" may be added.

IV. Extent of the collective mark "V"

The collective mark "V" is protected in almost all European countries. It labels the following goods, products, services and activities of organisations:

a) Goods and products

The collective mark "V" labels goods and products that are suitable for vegetarians.

The collective mark "V" can only be used for products that do not contain any ingredients or substances made from slaughtered animals, for instance no flesh, meat, gelatine, leather, bones, or animal fats.

Eggs must be obtained from hens not raised in cages. The origin of the eggs has to be confirmed in writing.

Products that are required to be marked as genetically modified may not bear the "V" label.

b) Services

The collective mark "V" labels services suitable for vegetarians, in particular restaurants, hotels, guest-houses, cafeterias, snack bars, hospitals, etc.

A restaurant that applies for the collective mark "V" must continuously offer at least one complete vegetarian menu which should be changed as often as the ordinary menu. In addition to possible vegetarian dishes available on the regular menu (soups, salads, etc.), the restaurant must offer at least two dishes that are suitable for vegetarians.

The waiters and staff should all know the difference between vegetarian, vegan, and raw-food menus, and be able to categorise accordingly all drinks and dishes offered on the menu.

Similar conditions apply to hotels, guest-houses, cafeterias, snack bars, hospitals etc.

c) Activities of organisations

The entitled societies (as indicated in clause V, sub 1) are allowed to use the collective mark "V" for their own activities (logo of the society, printed matter, promotional material etc.)

Individual members of the EVU may use the collective mark "V" in agreement with the EVU secretariat.

V. Entitled organisations

1. Apart from the EVU itself, the member organisations of the EVU are entitled to use the collective mark "V" after having signed a licensing agreement with the EVU.
2. The member societies on their part enter into contracts with firms and service companies on the basis of these regulations.
3. The collective mark "V" may be granted to firms that distribute vegetarian goods or manufacture vegetarian products such as foods and drinks, cosmetics and toiletries, clothes and shoes, catering products and household goods. It also applies to restaurants, guest-houses, hotels, hospitals etc., which serve vegetarian meals.
4. The EVU acts as control authority of its member societies.

VI. Procedure

European vegetarian organisations (members of the EVU), desirous of using the collective mark "V", conclude a licensing agreement with the EVU and bind themselves to follow the regulations laid down in this agreement.

A firm or service company who wants to use the collective mark "V", must contact and come to an agreement with a national EVU member organi-

sation and file an application for the use of the collective mark "V".

The appropriate member organisation is determined by the place of registered office of the firm responsible for labelling or the location of the restaurant, hotel etc., respectively.

A list of all ingredients and manufacturing processes must be presented to the national vegetarian organisation before using the collective mark "V".

The national vegetarian organisation will then decide – in consultation with the EVU officer in charge if necessary – whether a product may bear the collective mark "V" or not.

Products awarded the mark "V", are reported to the EVU immediately after the decision is reached.

At the request of the manufacturer, the national vegetarian organisation and the EVU may bind themselves to handle confidentially any information regarding ingredients and manufacturing processes.

In countries where no EVU member organisations are established or where the EVU member organisations are not willing or able to market the collective mark "V", the EVU reserves the right to enter agreements on its own behalf.

VII. Payments

The entitled vegetarian organisations (as indicated in clause V, sub 1) levy a licensing fee for the use of the collective mark "V" from the licensee. The national vegetarian organisations will pay 10% of this sum to the EVU.

The licence fee levied from the company or manufacturer may be subject to negotiation.

As a rule, the EVU recommends charging a minimum of 250 EURO per year for each product carrying the V-Label.

As a rule, an application fee will be charged at the time of application.

The licence fee for a restaurant, hotel or guest-house should be based on its size and may be subject to negotiation. The recommended minimum fee is set at 75 EURO.

The use of the collective mark "V" is free of charge for the internal use (as indicated in clause IV, sub c) of the EVU member societies.

VIII. Controlling

All those entitled to grant licenses for the use of the collective mark "V" bind themselves to conduct a careful examination of the fulfilment of all conditions for the use of the collective mark "V" before granting the use of the collective mark "V" to a company. Such examination may be conducted by the licensees or an external service provider.

Having once been granted permission to use the collective mark "V", the company is obliged to reveal any and every change to the respective

vegetarian organisation. The company itself is under obligation to permit random sampling without prior notice.

IX. Sanctions

The irregular use of the collective mark "V" represents a violation of the collective mark and may be prosecuted by the owner of the mark not only on the basis of the regulations and contracts but also on the basis of trademark laws.

In the case of a violation of the agreement, the owner of the mark has the right to cancel the agreement without notice. Moreover he has the right to demand the immediate elimination of the defects.

If the vegetarian organisation which is entitled to use the collective mark "V" incurs harm through the misuse of the collective mark "V", it may prosecute the misuse on the basis of competitive laws, however not of trademark laws.

If a manufacturer, company or restaurant uses the mark "V" without permission or does not fulfil its duties, a sanction of up to 5,000 EURO may be imposed. Furthermore, the permission to use the collective mark "V" for other products of the same producer may be withdrawn, even if other products fulfil the criteria stipulated for this label.

If the manufacturer, firm or restaurant continues to use the collective mark "V" after the first admonition, a fine of up to 50,000 EURO may be inflicted. Further legal action is reserved.

X. Publicity

Once the EVU member organisations reach an agreement concerning the collective mark "V", those organisations should also endorse that label, for instance by communicating information about the labelled products to press and consumers.

Once a product is labelled and as long as the ingredients and manufacturing processes do not change, there is no reason for the EVU member organisation to refuse the endorsement.

XI. Promotional material

The basic material to promote the label is made available by the EVU and can be elaborated in collaboration with the local vegetarian organisations.

The EVU assures to promote the labelled products by:

- Forwarding of the current list of labelled products upon request;
- Announcement of every newly labelled product in the EVU-newsletter and on the EVU web site..

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Criteria for the European V-Label

The following products are excluded from the use of the V-Label:

1. Animal flesh (meat, fowl, fish, seafood).
2. Ingredients derived from meat or bone (in soups, sauces or other preparations).
3. Animal fats (except milk fat), frying fat or margarine containing fish-oil or similar products in cakes, pies, pasta, for frying or baking, for greasing baking-trays, tins, or any other manipulation.
4. Gelatine, aspic, and other gelling agents of animal origin.
5. Royal Jelly.
6. Other products containing ingredients derived from slaughterhouse by-products.
7. Battery eggs.

Specific ingredients:

Cheese is usually manufactured with traditional rennet made with enzymes from calves' stomachs and is therefore not acceptable, whereas vegetarian cheeses manufactured with enzymes of vegetable origin or micro-organisms are acceptable.

Fats & oils must be of vegetable origin. Margarine needs to be checked. It may contain ingredients which may be derived from animal fat, vitamins A and E which may be stabilised with gelatine, or vitamin D, which may be derived from the lanolin of slaughtered sheep – these ingredients are not acceptable.

Honey is acceptable. However, it is not acceptable for products labelled “vegan”.

Fruit juices, alcoholic beverages and vinegar need to be checked. These may have been clarified with gelatine, egg-white (usually from battery eggs), isinglass (swim-bladders of sturgeon fish) or chitin (crushed lobster or crab shells). In this case, they are not acceptable

Whey may only be used if derived from a vegetarian cheese making process using microbial or plant-based rennet.

Worcestershire sauce often contains anchovies, needs to be checked.

Additives need to be checked with regard to their possible animal origin.

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