

Information sheet on the use of the seal “VLOG geprüft / VLOG verified”

The seal “VLOG geprüft / VLOG verified”



The seal “VLOG geprüft / VLOG verified” is a protected word-image trademark whose owner is the association “Verband Lebensmittel ohne Gentechnik e.V. (VLOG)”. It serves the purpose of labelling feed that is suitable for producing food labelled as "Ohne Gentechnik" – GMO free. The feed is certified pursuant to the VLOG Standard or a standard recognised as equivalent by VLOG.

Core requirements for using the “VLOG geprüft / VLOG verified” seal

If you wish to market feed with the "VLOG geprüft / VLOG verified" seal, you need a licence. A licensee is only such distributor of VLOG-certified feed who is identified on documents, delivery bills or the product itself as the business placing the product on the market.

Generally, any feed company that fulfills the requirements of the VLOG Standard or a standard recognized as equivalent and concludes a license agreement is allowed to use the "VLOG geprüft / VLOG verified" seal in its advertising.

For this purpose, the businesses shall plausibly provide evidence that their products meet the statutory prerequisites under §3a and §3b of the EGGentDurchfG. This requires a certification by an independent certification body according to the VLOG standard or a standard recognized by VLOG as equivalent. The requirements vary by activity area and product.

Application documents

If your company wishes to apply for using the seal, please fill out the application for use of the seal and send it, together with the required evidence, to the VLOG office for verification. Please note that permission to use the seal is not automatically granted when the application is submitted. Your data will be checked first. You will then receive feedback from us. Use of the seal is only permissible after both sides have signed the licensing agreement.

The following documents must be submitted to VLOG when applying for the "VLOG geprüft / VLOG verified" seal:

- Application for the right to use the seal (via email)
- VLOG certificate or a certificate from a recognised equivalent standard (scan via email)
- List “Scope of Application for the ‘VLOG geprüft’ licence” (Excel file via email)

All necessary documents can be found at <https://www.ohnegentechnik.org/index.php?id=467> under "Application for Use of the Seal" → "'VLOG geprüft" Seal (for feed)". The documents may be submitted by email or mail.

Costs for using the seal

The cost for using the seal is based on the total annual turnover of the licensee, achieved in all areas of the company – regardless of the share of "VLOG geprüft / VLOG verified" feed. For more information, please refer to our fee schedule, which you can also find under the link mentioned above.

Unauthorized use of the seal

A licence agreement with the "Verband Lebensmittel ohne Gentechnik (VLOG)" must be concluded before the seal is used. Penalties apply if the seal is used without permission. In addition, the license fee incurred since the start of use must be paid retroactively based on the total annual turnover achieved.

Your VLOG contact person

Please do not hesitate to contact us if you have questions regarding the use of the seal.

Verband Lebensmittel ohne Gentechnik e.V.
Friedrichstraße 153a
10117 Berlin

Phone: +49 30 2359 945 00
Fax: +49 30 2359 945 01
Email: info@ohnegentechnik.org