

VLOG Licence Fee Schedule "Ohne GenTechnik" Seal

Effective as of
01 July 2018

The basis for calculating the annual licence fee for use of the registered "Ohne GenTechnik" [Non-GMO] trademark is the sales volume of products licensed under "Ohne Gentechnik".

The VLOG Secretariat is to be informed of the annual sales figures of products licensed under "Ohne Gentechnik". The following turnover calculation applies:

- Net revenue from sales of products by sub-licensee.
 - For manufacturers this is generally sales to food retailers.
 - For retailers this is generally sales to consumers.
 - For direct sellers this is usually sales to consumers.

For existing agreements

This section applies to sub-licensees who, as of 31 January of the current year, already have signed a sub-licence agreement with VLOG e. V.

The sub-licensee shall give VLOG e. V. the following information in writing before January 31 of any given year:

1. Sales figures of the previous calendar year, per registered product.
2. Conservative sales forecast for the current calendar year, per product already registered or to be registered, respectively.

Exceptions from reporting of product-specific sales can be granted by VLOG upon an informal justified request.

VLOG will determine the amount of a down payment towards the licence fee for the current year on the basis of the sales forecast figures. In the following year the licence fee will be determined based on the actual sales figures of the previous year and offset against the down payment. This may result in a credit or debit balance for the sub-licensee.

Products that are to be newly licensed during the course of the year are to be included, if predictable, in the sales forecast. In the case of a significant increase of sales during the current year not predicted in January, further instalments may become due during the year.

For new agreements

This section applies to applicants for a sub-licence who, at the time of the assessment of fees for products, do not yet have a sub-licence agreement.

Before being issued a licence, the sub-licensee is to provide a conservative forecast regarding expected annual sales per product to be licensed. Further products to be licensed throughout the year are to be included in the forecast. VLOG will determine the amount of the down payment for the licence fee for the current year on the basis of the sales forecast. In the following year the licence fee will be determined based on the actual sales figures of the previous year and offset against the down payment. By 31 January of a given year, the sub-licensee will inform VLOG of sales figures for each registered product during the previous calendar year. This may result in a credit or debit balance for the sub-licensee.

Licence fees

Based on the turnover of products licensed under "Ohne Gentechnik" a percentage-based licence fee will be due that depends on the sales figures in the following table. The licence fee is inversely proportional to increased sales.

Note that the scale only concerns sales included in the respective category and does not apply to a sub-licensee's entire sales volume (see sample calculations below).

The minimum licence fee is €100 or €50 with proof of compliance with "Ohne Gentechnik" criteria, by certificate.

Category			1	2	3	4	5	6	7
Sales of "Ohne Gentechnik" products in net euros	from	0	1 million	5 million	20 million	50 million	100 million	200 million	400 million
	to	1 million	5 million	20 million	50 million	100 million	200 million	400 million	> 400 million
License fee in % of sales volume		0.035	0.032	0.029	0.026	0.023	0.020	0.017	0.015

The invoices for license fees are generated automatically. Minor deviations can occur in the calculation of the amount. This is due to the algorithm's rounding specifications and, unfortunately, unavoidable. The deviations are always below 0.01 per cent. For annual sales of 100,000,000 euros, for example, the calculation results in a fee amount of 25,281.62 euros instead of 25,280.00.

Sample calculation 1

Sub-licensees with an annual turnover of 39 million euros for products licensed under "Ohne Gentechnik":

Sales in euros	Sales difference in euros	Licence fee rate in percent	Licence fee in euros
from 0 to 1 million	1 million	0.035	350
from 1 to 5 million	4 million	0.032	1,280
from 5 to 20 million	15 million	0.029	4,350
from 20 to 50 million	19 million	0.026	4,940
Total			10,920

Sample calculation 2

Sub-licensees with annual sales of 127 million euros for products licensed under "Ohne Gentechnik":

Sales in euros	Sales difference in euros	Licence fee rate in percent	Licence fee in euros
from 0 to 1 million	1 million	0.035	350
from 1 to 5 million	4 million	0.032	1,280
from 5 to 20 million	15 million	0.029	4,350
from 20 to 50 million	30 million	0.026	7,800
from 50 to 100 million	50 million	0.023	11,500
from 100 to 200 million	27 million	0.020	5,400
Total			30,680

Without report of exact turnover

Sub-licensees have the option of having waived the exact data of their sales of licensed products. Alternatively, they can report a sales range per registered product. As a result, the following licence fees apply:

Sales in euros	Licence fee in euros
Up to 1 million	350
1 to 5 million	1,630
5 to 10 million	3,080
10 to 20 million	5,980
20 to 35 million	9,880
35 to 50 million	13,780
50 to 70 million	18,380
70 to 100 million	25,280
100 to 130 million	31,280
130 to 160 million	37,280
160 to 200 million	45,280

200 to 250 million	53,780
250 to 300 million	62,280
300 to 350 million	70,780
Continues in increments of 50 million	

Flat rate calculation of the fee for using the seal for part-time beekeepers:

Beekeeper categories	Category	1	2
	Number of beehives	< 50	> 50
	Licence fee in euros	50	Calculation based on the actual sales achieved and licence fee rate

Creation of reserves and remittance of license fees:

The VLOG Board has set a target of setting aside reserves amounting to 50% of annual expenses. If VLOG earnings exceed this amount by 50,000 euros or more, licensees will receive a refund.

The amount of the refund is proportional to the amount of licensing fees paid. Amounts of less than 10 euros per licensee shall not be refunded.

The tax burden shall be factored into the calculation of expenses and VLOG earnings. The refund will be posted in the previous year. The reserves used to calculate a potential refund are composed of the values specified in the annual report under “Reserves” and “Association capital”.