

MANUAL



for use of the Meadow Milk Logo

1 Introduction

The meadow milk logo guarantees that the product is made from meadow milk. Meadow milk is milk from farms where the cows graze in pastures from spring to autumn for at least 120 days a year and for at least 6 hours a day. The milk is collected separately and processed into fresh dairy products – such as milk, buttermilk, custard and yoghurt –, cheese and other dairy products. The Grazing Foundation safeguards the production process, transportation and processing of the meadow milk into the final meadow dairy product.

The Meadow Milk logo was introduced in 2007 to encourage the grazing of cows in the Netherlands and to make products prepared from meadow milk easily identifiable. The logo was transferred to the Grazing Foundation in 2012. Since then, all dairy companies and food retailers have been able to use the Meadow Milk Logo. In 2016 the Meadow Milk Logo also became available for use on dairy products manufactured outside the Netherlands. The same requirements apply to these products. The Meadow Milk Logo is available in several languages.



As the owner of the Meadow Milk Logo, the Grazing Foundation lays down the requirements for certification and use of the Meadow Milk Logo. In order to use the Meadow Milk Logo, dairy products must satisfy the following requirements:

- The product is a dairy product or a product of which at least 10% of the dry matter consists of dairy ingredients, and the product is intended for human consumption.
- Throughout the production chain, the producers have worked in accordance with the requirements for grazing and meadow dairy products laid down by the Grazing Foundation, as demonstrated by the fact that every link in the production chain holds a valid Grazing Certificate. In short, this means that:
 - o The cows which supply the milk are able to graze in accordance with the Grazing Foundation's requirements; and
 - o The milk is stored, transported, processed, treated and packed separately from standard dairy products.
- The brand owner for the product has concluded a Licence Agreement with the Grazing Foundation.

These guidelines explain the use of the Meadow Milk Logo. For more information on certification and licensing, see the Manual for certification of Meadow Dairy Products and licensing of the Meadow Milk Logo.

Due to the international character of the Meadow Milk Logo, the legal documents of the Grazing Foundation are in English. The documents can be found at www.weidemelk.nl. If there are any discrepancies (including those of interpretation), the text of the legal documents will take precedence.

2 General guidelines

The following guidelines apply to all use of the Meadow Milk Logo:

- **Use the original logo**

Only the original Meadow Milk Logo developed by the Grazing Foundation may be used. It is available in several different language versions. The logo can be downloaded at www.weidemelk.nl. See the annex for examples.

- **Do not make any changes to the logo**

Changes or additions to the Meadow Milk Logo are prohibited, and it must not be integrated into any other trademark or image. Use the original colours.

- **The logo and text must be legible**

Both the logo and the text must be sufficiently legible. The Meadow Milk Logo must be at least 10 mm in diameter. The images and text must be reproduced to a high quality standard.

- **No confusion or misleading use**

Do not use the Meadow Milk Logo in any way which might cause confusion about the intended purpose of the Meadow Milk Logo. For example, it must not suggest that Meadow Dairy Products or grazing has any relationship with the health of the cows or the product. The Meadow Milk Logo must be clearly recognisable as an independent label and must be depicted smaller than the company or brand logo. Use of the logo must in no way suggest endorsement of the brand name, and the logo must not be used instead of the trademark.

3 On-pack use of the Meadow Milk Logo

The guidelines below apply to use of the logo on the packaging of Meadow Dairy Milk Products.

- **Use the logo in combination with the explanatory text at least once on each package**

On the packaging the Meadow Milk Logo must be accompanied at least once by the explanatory text in the same language or languages as the logo. The different language versions of the logo and text (short and long version) are shown in the annex. The text must appear verbatim at all times.

- **The logo should preferably appear on the front and on the rear or side**

The logo should preferably appear on the front and on the rear or side of the packaging.

3.1 Exception: pre-packaged cheese sold on the fresh produce shelves

This exception applies to cheese which is supplied to the seller/retailer pre-packaged in the consumer packaging and is sold on the fresh produce shelves. In general, communication on these products takes the form of stickers on plastic film or envelope-type packaging; as a result, there is very little space for labels and claims. The industrial packer of the cheese must be certified for this product and the brand owner must hold a licence for use of the Meadow Milk Logo.

In addition to the general guidelines (Section 2), the following also applies:

- **The logo is displayed on the front**
- **The explanatory text is placed on the rear**

The explanatory text is placed on the rear (e.g. printed on the list of ingredients) and is legible. Optionally, the Meadow Milk Logo can be placed adjacent to the text on the rear. In this case, either a full-colour version or a version in shades of grey may be used on the rear.

3.2 Exception: cheese portioned at the point of sale

This exception applies to cheese which is portioned from whole or parts of cheese wheels and packaged without further processing at the counter (point of sale) in supermarkets, specialist stores, market stalls or other sales channels. The brand and type of cheese must only be produced as a Meadow Dairy Product. The producer of the product must hold a valid Grazing Certificate for this. The brand owner must hold a Licence for use of the Meadow Milk Logo.

In addition to the general guidelines (Section 2), the following also applies:

Option 1:

- **The Meadow Milk Logo and the explanatory text are displayed on the rind of the cheese**

Always use the logo in combination with the explanatory text (i.e. an explanatory text appears next to the logo wherever it is depicted on the rind of the cheese).

Option 2:

- **The Meadow Milk Logo is displayed on the rind of the cheese**
- **An information flyer about the Meadow Milk Logo is supplied**

The seller supplies the consumer with an information flyer at the time of sale. This flyer shows the Meadow Milk Logo and the explanatory text. It also states clearly which cheese brands and types are sold under the Meadow Milk Logo at this point of sale.

- **The brand owner gives written instructions to every point of sale which sells its cheeses**

These instructions must always contain:

- Information about the Meadow Milk Logo.
 - Rules for sales personnel regarding the handling, packaging and sale of the products and the provision of information to customers.
- **Displaying the Meadow Milk Logo on the packaging is optional and only permitted on condition that the logo is displayed in combination with the explanatory text and brand name or brand logo.**

Only cheeses of this brand and of the type on which a Meadow Milk Logo is displayed are packaged in this packaging.

4 Off-pack use of the Meadow Milk Logo

In addition to communication about meadow milk and the Meadow Milk Logo on the packaging of certified products, the brand owner may use the logo on other communication materials relating to these products, such as websites, social media, leaflets, adverts or campaigns.

The on-pack guidelines provide the basis for off-pack communication. For off-pack communication, use of the Meadow Milk Logo without the explanatory text is permitted. However, use of the logo without any explanation (somewhere) is not recommended.

5 Annex: examples

The original logos



Examples of correct use (left column) and incorrect use (right column)



¹ Trademark registered with the Benelux-Bureau voor de Intellectuele Eigendom in the Netherlands, number 0887884

² Trademark registered with the Deutsche Patent- und Markenamt in Germany, number 30 2015 107 524.1/29

³ Trademark registered with the Benelux-Bureau voor de Intellectuele Eigendom in the Netherlands, number 0932482

⁴ Trademark registered with the Oficina Española de Patentes y Marcas in Spain, number 3.620.937

⁵ Trademark registered with the Institut national de la propriété industrielle in France, number 17 4 347 583

Explanatory text

Guidelines:

- *The text in square brackets [] is optional.*
- *For the text in curly brackets { }, a choice should be made between the options provided.*
- *The text in angle brackets <...> can only be used if the Grazing Certificate states that the meadow dairy product has been prepared with Dutch meadow farm milk.*

Dutch

Long version

Dit [(huis)merk] zuivelproduct is gemaakt van <Nederlandse> weidemelk[. De weidemelk is] afkomstig van [naam zuivelverwerkend bedrijf] {boerderijen waar de koeien | koeien die} van het voorjaar tot in het najaar ten minste 120 dagen per jaar, minimaal 6 uur per dag in de <Nederlandse> wei lopen. [Daarom heeft dit zuivelproduct het weidemelk garantiezegel.]

Short version

{Dit zuivelproduct | Deze melk, yoghurt, kaas etc} is gemaakt van weidemelk afkomstig van koeien die ten minste 120 dagen per jaar, minimaal 6 uur per dag in de <Nederlandse> wei lopen.

French

Long version

Ce produit laitier [marque (distributeur)] est fait à partir de lait de pâturage <néerlandais>. Le lait de pâturage est originaire de [nom de l'entreprise laitière] [fermes] où les vaches paissent, du printemps jusqu'à l'automne, au moins 120 jours par an et un minimum de 6 heures par jour dans les pâturages <néerlandais>. [C'est pour cela que ce produit laitier possède un sceau de garantie lait de pâturage]. »

Short version

{Ce produit laitier | lait, yaourt, fromage, etc} est fabriqué à partir de lait de pâturage de vaches qui paissent au moins 120 jours par an et 6 heures par jour dans les pâturages <néerlandais>.

German

Long version

Dieses [(Haus-Marke)-Milchprodukt wurde aus <niederländischer> Weidemilch hergestellt, die von [Name milchverarbeitender Betrieb]-{Bauernhöfen} stammt, auf denen die Kühe] [Kühen stammt, die] vom Frühjahr bis zum Herbst an mindestens 120 Tagen und mindestens 6 Stunden pro Tag auf der <niederländischen> Weide grasen. [Deshalb hat dieses Milchprodukt das Weidemilch-Gütesiegel.]

Short version

Dieses Milchprodukt wurde aus <niederländischer> Weidemilch hergestellt. Diese Weidemilch kommt von Bauernhöfen, deren Kühe zwischen Frühling und Herbst mindestens 120 Tage pro Jahr und 6 Stunden pro Tag auf <niederländischen> Wiesen grasen.

English

Long version

This [(house)brand] dairy product has been made from <Dutch> meadow milk[. The meadow milk originates] from [name dairy processing plant] {farms where the cows | cows that} graze in <Dutch> pastures from spring to autumn for at least 120 days a year for 6 hours a day [This is why this product has a warranty seal.]

Short version



This dairy product has been made from meadow milk produced by cows that have spent a minimum of 120 days a year grazing outdoors in <Dutch> pastures for 6 hours a day.

Italian

Long version

Questo prodotto caseario [con marchio (del produttore)] è preparato con latte di pascolo <olandese>[. Il latte di pascolo è] prodotto da [...] {fattorie in cui le mucche | mucche che} pascolano su campi <olandesi>, dalla primavera all'autunno, per lo meno 120 giorni all'anno, per un minimo di 6 ore al giorno. [Per questo motivo, questo prodotto caseario reca il sigillo di garanzia del latte di pascolo.]

Short version

Questo prodotto caseario è preparato con latte prodotto da mucche che pascolano su campi <olandesi> per lo meno 120 giorni l'anno, per un minimo di 6 ore al giorno.”

Spanish

Long version

Este producto lácteo [El producto lácteo de esta marca] está hecho de leche de pasto <holandesa>, que procede[. La leche de pasto procede] de [nombre de la empresa procesadora de productos lácteos]{, en cuyas explotaciones ganaderas |, cuyas vacas} {explotaciones ganaderas donde las vacas | vacas que} pastan en los campos <holandeses> desde la primavera hasta el otoño al menos 120 días al año, como mínimo 6 horas al día. [Por eso, este producto lácteo tiene el sello de garantía de leche de pasto.]

Short version

Este producto lácteo está hecho de leche de pasto <holandesa>, procedente de explotaciones ganaderas donde las vacas pastan en los campos al menos 120 días al año, como mínimo 6 horas al día.

Swedish

Long version

Den här mejeriprodukten [som säljs under (det egna) varumärke(t)] [namn] är gjord av <holländsk> betesmjölk. [Betesmjölken] kommer från [namn på mejeriföretag] {<holländska> bondgårdar där korna får gå på bete från vår till höst, åtminstone 120 dagar per år och minst 6 timmar om dagen. [Denna mejeriprodukt har därför garantimärkningen "betesmjölk".]

Short version

{Denna mejeriprodukt / Denna mjölk, yoghurt, ost etc.} är gjord av betesmjölk från <holländska> kor som får gå på bete åtminstone 120 dagar om året och minst 6 timmar om dagen.

Danish

Long version

Dette [(hus)mærke] mejeriprodukt er fremstillet af <hollandsk> markmælk. [Markmælken] kommer fra [navn mejeri] {landbrug, hvor køerne | køer, som} fra forår til efterår har græsset på <hollandske> græsmarker mindst 120 dage om året i mindst 6 timer om dagen. [Derfor er dette mejeriprodukt forsynet med græsmælk garantimærkning.]

Short version

{Dette mejeriprodukt | Denne mælk, yoghurt, ost etc.} er fremstillet af markmælk, der kommer fra køer, som mindst 120 dage om året i mindst 6 timer om dagen har græsset på <hollandske> græsmarker.

Bulgarian

{Този млечен продукт | Това мляко, кисело мляко, сирене и др.} е произведено от пасищно мляко, издоено от крави, които излизат на паша по <нидерландските> ливади поне 120 дни годишно за не по-малко от 6 часа на ден.

Czech

{Tento mléčný výrobek | Toto mléko, tento jogurt, tento sýr atd.} se vyrábí z mléka z <holandských> pastvin, kde se krávy pasou nejméně 120 dní v roce po dobu minimálně 6 hodin denně.

Croatian

{Ovaj mliječni proizvod | Ovo mlijeko, ovaj jogurt, ovaj sir itd.} proizveden je od mlijeka krava koje na <nizozemskim> pašnjacima provedu najmanje 120 dana godišnje, barem 6 sati dnevno.

Romanian

{Acest produs lactat | Acest lapte, Acest iaurt, Această brânză etc.} provine de la vaci care pasc pe pășuni <olandeze> cel puțin 120 de zile pe an, minimum 6 ore pe zi.

Slovak

{Tento mliečny výrobok | Toto mlieko, jogurt, syr atď.} sa vyrába z mlieka od voľne sa pasúcich kráv, ktoré sa aspoň 120 dní do roka, minimálne 6 hodín denne pasú na <holandských> lúčach.

Serbian

Za {ovaj mlečni proizvod | ovo mleko | ovaj jogurt, sir itd.} korišćeno je mleko s pašnjaka od krava koje su bile najmanje 120 dana godišnje, minimalno 6 sati dnevno na <holandskom> pašnjaku.