

Quality food labels in the Greater Region

(Luxembourg, France, Germany, Belgium)



Project website: <https://food.uni.lu/clarifying-food-labels/>

© Rachel Reckinger, Diane Kapgen, Maria Helena Korjonen
Sustainable Food Practices
University of Luxembourg
<https://food.uni.lu>

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Research disclaimer

This research material is based on current public information that we consider reliable and that has been available to us at the point of production, but we do not guarantee it as accurate or complete, and we do not take responsibility for any content that may change, that we may not be aware of, nor had confirmation of. We seek to update our research as appropriate on this webpage with regularity.

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Introduction

Food assurance labels provide consumers and buyers in public procurement with information about the product and the conditions under which it was produced, which may be environmental, socioeconomic or technical; for example geographic origin, product quality, animal welfare, ingredients, savoir-faire etc.

There is a profusion of labels of various types, levels and ambitions, and little scientific research has disentangled them. Our project is examining the food assurance labelling schemes found in Luxembourg and the Greater Region (spanning the whole of Luxembourg and adjacent parts of Belgium, France and Germany). This document lists the labels identified in this territory, supplemented by relevant ones from the European Union and above, by the Sustainable Food Practices team at the University of Luxembourg. To find out more about this project, visit <https://food.uni.lu/clarifying-food-labels/>

Definition of the Greater Region

The Greater Region^{1,2} is a model within Europe in terms of the free movement of people, goods and services, with around 220,000 cross-border workers. The region has 1.6 million inhabitants, spread over an area of 65,401 sq.km, of which 5% live in the Grand Duchy. The Grand Duchy boasts the most dynamic growth and an open labour market, making it the economic driving force of the Greater Region.

The region includes (see also map):

- [Saarland](#) and [Rhineland-Palatinate](#) in Germany;
- [Lorraine](#) in France³;
- [Wallonia](#) and the [German-speaking Community](#) (known as Ostbelgien, i.e. 'eastern Belgium') in Belgium;
- Grand Duchy of Luxembourg (the only sovereign state in this region).

¹ <https://luxembourg.public.lu/en/society-and-culture/international-openness/grande-region.html>

² <http://www.granderegion.net/en>

³ The Lorraine region is a former administrative region in Northeastern France, having changed status several times between its creation date in 1956 (program region) and 1982 (local authority). On 1st January 2016 during France's most recent territorial reform, it merged with the Alsace and Champagne-Ardenne regions to form the Grand Est region. Many labels still refer to Lorraine in their name because of the historical and cultural heritage. From a Greater Region perspective, the term "Lorraine" also remains in vernacular use to designate the four French 'départements' that used to form Lorraine – Meurthe-et-Moselle (54), Meuse (55), Moselle (57) and Vosges (88) – and that, today, are the French territories partaking in the Greater Region.

Map of the Greater Region

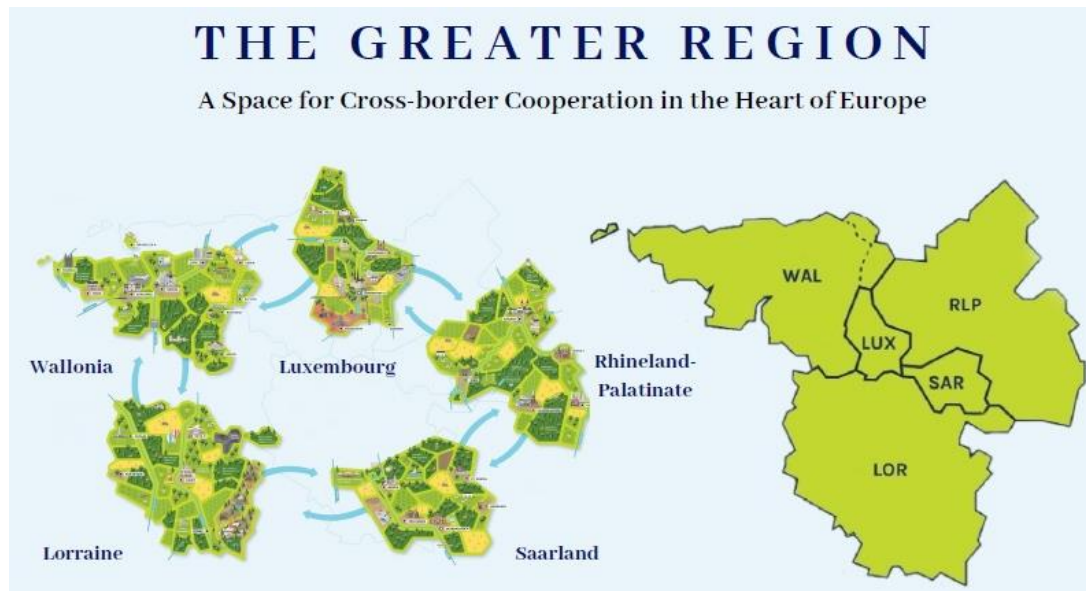


Figure 1: Map of the Greater Region – Source Grossregion.net⁴

⁴ <http://www.grossregion.net/Mediathek/Veroeffentlichungen/The-Greater-Region>

List of labels, official quality marks, private certifications or regional brands, guaranteeing the origin of products in the Greater Region (based on specification sheets or a similar formally accepted principles document⁵)

Luxembourg



Marque nationale – Beurre

<https://www.luxlait.lu/product/beurre-rose/>



Marque nationale – Eau-de-vie

<https://www.eaux-de-vie.lu/>



Marque nationale – Miel

<http://www.hunneg.lu/>



Marque nationale – Viande de porc

<http://www.marquenationale.lu/index- fr label la marque nationale de la viande de porc.php.html>



Marque nationale – Jambon

<http://www.marquenationale.lu/index- fr les produits le jambon fume.php.html>



Appellation d'Origine Protégée – Moselle luxembourgeoise

<https://aop.lu/>



Produit du Terroir – Lëtzebuerger Rëndfleesch ; and



for their premium quality

http://www.produitduterroir.lu/label_produit_du_terroir.html

⁵ This means that the specifications or principles are based on law and/or are formally agreed on, by consensus or by contractual agreement, by an organised group or a collaboration, therefore distinguishing them from an informal 'brand' label (see later in this document).



Produit du Terroir – Lëtzebuurger Gromperen

<https://www.lwk.lu/produktmarketing/letzebuurger-gromperen>



Produit du Terroir – Lëtzebuurger Wees, Miel a Brout

<https://www.sou-schmaacht-letzebuerg.lu/fr/labels/label/label/produit-du-terroir-letzebuurger-wees-miel-brout>



Rëndfleeesch vum lëtzebuurger Bauer (Cactus) ; and  for their premium quality

<https://www.cactus.lu/fr/presse/cactus-rendfleeesch-vum-letzebuurger-bauer>



Poulet vum Lëtzebuurger Bauer (Cactus)

<https://www.cactus.lu/fr/presse/cactus-poulet-vum-letzebuurger-bauer>



Made in Luxembourg

<https://www.made-in-luxembourg.lu>



Bléi vum Séi

<https://bvs.naturpark.lu/fr/>

GEBÄCK 

Gebäck vum Séi

<http://www.vumsei.lu/>

SPELZ 

Spelz vum Séi

<http://www.vumsei.lu/>

TÉI 

Téi vum Séi

<http://www.teivumsei.lu/>

VÉI 

Véi vum Séi

<https://www.veivumsei.com/>



Ourdaller "Natur pur vun der Our"

<http://www.beo.lu/>



Eisleker Gourmet

<https://abattoirettelbruck.lu/eisleker/>



D'fair Mëllech

<http://www.fairmellech.lu/fr/>

Germany

Biosphärenreservat
Bliesgau



Biosphärenreservat Bliesgau

<https://www.biosphaere-bliesgau.eu/index.php/de/>



Mosel Weinkulturland

<https://www.moselweinkulturland.de/>



QUALITÄT IST UNSERE NATUR

Regionalmarke Eifel. Qualität ist unsere Natur

<https://www.regionalmarke-eifel.de/>



SooNahe. Gutes von Nahe und Hunsrück

<https://www.soonah.de/presse/10-jahre-soonah-die-erfolgsgeschichte-fuer-gutes-von-nahe-und-hunsrueck/>



Regionalfenster

<https://www.regionalfenster.de/>

Belgium



Porcs Qualité Ardenne

<https://www.pqa.be/>



Fruits et légumes de Wallonie

<https://www.fruits-et-legumes-de-wallonie.be/>



Système régional de qualité différenciée

<http://agrilabel.be/qualite-differenciee/>



Belbeef

<https://www.belbeef.be/fr/b2b>



MARCASSOU Marcassou

<https://www.marcassou.be/>

France



Appellation d'Origine Contrôlée

<https://www.inalco.gouv.fr/Les-signes-officiels-de-la-qualite-et-de-l-origine-SIQQ/Appellation-d-origine-protégée-contrôlée-AOP-AOC>



Origine France garantie

<http://www.originefrancegarantie.fr/>



MOSL Qualité Moselle

<https://www.mosl.fr/#qualitemoselle>



Viande du terroir Grand Est et «Viande Terroir Lorrain»

<https://www.viande-terroir.fr/>

European Union



Appellation d'Origine Protégée

https://europa.eu/youreurope/business/running-business/intellectual-property/geographical-indications/index_fr.htm



Indication géographique Protégée

https://europa.eu/youreurope/business/running-business/intellectual-property/geographical-indications/index_fr.htm

List of labels, official quality marks, private certifications or regional brands, guaranteeing the organic agriculture origin of products in the Greater Region (based on specification sheets or a similar formally accepted principles document⁶)

Luxembourg



Demeter

<https://biovereenegung.lu/marken/#demeter>



Bio Lëtzebuerg

<https://biovereenegung.lu/>



Bio Green Beef

<https://www.sou-schmaacht-letzebuerg.lu/fr/labels/label/label/bio-green-beef>



BIOG et leur complément social « fair & associative »

<https://www.biog.lu/de/fair-associative>



BIO-OVO (œufs)

<https://bio-ovo.lu/>



Biomaufel

<http://www.biomaufel.lu/online/www/home/DEU/index.html>



Naturschutzfleisch

<https://angus.lu/>

⁶ This means that the specifications or principles are based on law and/or are formally agreed on, by consensus or by contractual agreement, by an organised group or a collaboration, therefore distinguishing them from an informal 'brand' label (see later in this document).

Germany



Deutsches Bio-Siegel

<https://www.oekolandbau.de/bio-siegel/>



Bioland

<https://www.bioland.de/verbraucher>



Naturland

<https://www.naturland.de/fr>



GAA e.V. Ökologischer Landbau

<https://www.gaea.de/index.php>



Biopark

<https://biopark.de/start/>



Biozyklisch-Veganer Anbau

<https://www.biozyklisch-vegan.de/>



EcoVeg

<https://www.vegorganic.de/>



EcoVin

<https://www.ecovin.de/>

Belgium



Bio garantie

<https://biogarantie.be/>



Nature & Progres Belgique

<https://www.natpro.be/>



Demeter

<https://www.demeter.fr/> (French)

<https://www.demeter.be/> (Flemish)

France



Demeter

<https://www.demeter.fr/>



Certifié Agriculture biologique

<https://certifications.controlunion.com/fr/certification-programs/certification-programs/ab-agriculture-biologique-france>



Bio Cohérence

<http://www.biocoherence.fr/>



Bio Partenaire, sub-divided into «Bio équitable» (for producers in emerging or developing countries) and «Bio solidaire» (for local partnerships between processors and producers on French territory).

<https://www.biopartenaire.com/>



NATURE
PROGRÈS

Nature & Progrès

<https://www.natureetprogres.org/>

European Union



Organic label of the European Union

https://ec.europa.eu/info/food-farming-fisheries/farming/organic-farming/organics-glance_fr



Aquaculture Stewardship Council

<https://www.asc-aqua.org/fr/>

List of other labels, official quality marks, private certifications or regional brands, guaranteeing the origin of products in the Greater Region (based on specification sheets based on specification sheets or a similar formally accepted principles document⁷)

Luxembourg



Sou schmaacht Lëtzebuerg

<https://www.sou-schmaacht-letzebuerg.lu/fr>



Gesond iessen, méi bewegen

<https://sante.public.lu/fr/publications/c/criteres-label-gesond-iessen/index.html>



Natur genéissen (SICONA)

<https://sicona.lu/projekte/natur-geneissen/>



Vum Bauerenhaff op den Dësch

<https://www.bauerenhaff.lu/>



Drëpsi

https://eau.public.lu/actualites/2007/09/carte_communes/index.html



Ecolabel

<https://www.ecolabel.lu/>

⁷ This means that the specifications or principles are based on law and/or are formally agreed on, by consensus or by contractual agreement, by an organised group or a collaboration, therefore distinguishing them from an informal 'brand' label (see later in this document).



ENERGIE FIR
D'ZUKUNFT Energie fir d'Zukunft

<https://www.yde.lu/labels-clubs/labels/le-label-energie-fir-zukunft>



FAIRTRADE
LËTZEBOURG Fairtrade Lëtzebuerg

<https://fairtrade.lu/willkommen.html>

Germany



Rheinland-Pfalz isst besser

<https://mueef.rlp.de/de/themen/ernaehrung/>



FAIRTRADE
DEUTSCHLAND Fairtrade Deutschland

<https://www.fairtrade-deutschland.de>



GEPA The Fair Trade Company

<https://www.gepa.de/home.html>



FAIR HANDELN.
BESSER LEBEN. Weltpartner eG

<https://www.weltpartner.de/de>

Belgium



Mieux pour tous. Beter voor iedereen. Oméga 3 naturels. Natuurlijke Omega 3.

<http://www.healthyfarmingassociation.be/label-beter-voor-iedereen/?lang=fr>



Certus quality label

<https://www.certus-info.be/Accueil.php>



Prix Juste Producteur

<https://prixjuste.be/a-propos/le-label-prix-juste-producteur/>



FAIRTRADE
BELGIUM Fairtrade Belgium

<https://www.fairtradebelgium.be/fr/>

France



Label Rouge

<https://www.inao.gouv.fr/Les-signes-officiels-de-la-qualite-et-de-l-origine-SIQO/Label-Rouge>



Certification de conformité

<https://agriculture.gouv.fr/quest-ce-que-la-certification-de-conformite-des-produits-ccp>



FAIRTRADE
MAX HAVELAAR

Fairtrade France

<https://maxhavelaarfrance.org/>



Zéro résidu de pesticides

<https://www.nouveaux-champs.fr>



Producteurs paysans

<https://spp.coop/>



Mention « Issue d'une exploitation de haute valeur environnementale »

<https://agriculture.gouv.fr/la-haute-valeur-environnementale-une-mention-valorisante-pour-les-agriculteurs-et-leurs-pratiques>



Marchés des Producteurs de Pays

<https://www.marches-producteurs.com>



La marque du consommateur « C'est qui le patron »

<https://lamarqueduconsommateur.com/>



Agri-éthique France

<https://www.agriethique.fr/>



Agriconfiance, subdivided into «Coopérative engagée» ("Committed cooperative" – for cooperatives that adopt approaches to production quality, respect for the environment and for animal welfare) and «Coopérative responsable» ("Responsible cooperative" – for cooperatives and brands that go even further in their approach by taking into account social, ethical and economic impacts of their activity, controlled by an independent body)

<https://www.agriconfiance.coop>



Commerce équitable France

<https://www.commerceequitable.org/>

European Union



Spécialité traditionnelle garantie

<http://www.europe-crean.eu/actualite/aop-igp-stg-ces-labels-europeens-qui-protectent-la-gastronomie-europeenne/>

International labels (only fair labels are listed hereunder as they do not exist on EU level⁸)



Fairtrade International

<https://www.fairtrade.net>



World Fair Trade Organisation

<https://www.wfto.com>



UTZ Certification (fusionné avec Rainforest Alliance en 2018)

<https://utz.org> et <https://www.rainforest-alliance.org>



Ecocert Fair for Life

<https://www.fairforlife.org/>



Fair Trade Certified

<https://www.fairtradecertified.org>

⁸ Other international labels outside of Fairtrade are not listed here.

List of other labels, official quality marks, private certifications or regional brands, guaranteeing different qualities of products in the Greater Region (not based on specification sheets nor on a similar formally accepted principles document⁹)

Luxembourg



Eist Uebst a Geméis
<https://eistuebstagemeis.lu/fr/accueil/>

Germany



Birkenfelder Originale
<https://heimat-deutsche-landschaften.de/projekte/birkenfelder-originale-streuobst/>



Saarland Genussregion
<https://www.urlaub.saarland/Reisethemen/Essen-Trinken/Genuss-Region-Saarland2>



Ebbes von hei ! Regionalinitiative Saar-Hunsrück
<https://www.ebbes-von-hei.de/>



Heimat schmeckt
<https://www.heimat-schmeckt.de/>



Kräuterwind. Genußreich Westerwald
<http://www.kraeuterwind.de/>

⁹ These labels, or brands, may have specifications resembling formal written standards or a charter, but with certain limitations: they may not extend standard legal requirements, or they may not be based on the formal organisation of a group, they may not carry out audits on producers, or their produce may be broader than foodstuffs. These labels may possibly be more considered a brand to promote a region, its offerings and traditional culture, or indeed a company's ethos or their own corporate standards.

Belgium



Fairebel

<https://www.fairebel.be/>

France



Bienvenue a la ferme

<https://www.bienvenue-a-la-ferme.com/>



Producteurs régionaux, fabriqué en France

<https://www.economie.gouv.fr/particuliers/produit-made-in-france>



Saveurs paysannes de Meurthe et Moselle

<http://www.bienvenuesaveurs54.fr/>



Meuse et Merveilles. Saveurs Terroir

<http://www.meuse-et-merveilles.com/qui-sommes-nous/>



La Lorraine. Notre signature

<https://www.la-lorraine-notre-signature.fr/index.html>



Vosges terroir

<http://vosgesterroirs.e-monsite.com/>



Ardennes de France

<https://www.ardennes.com/home/decouvrir/ardennes-de-france>



Relais Terroir Haute-Marne

<http://www.terroir-hautemarne.com/>