



Vegan and Vegetarian Labels in Europe - An Overview

PlantEurope members meeting “Vegan Labels: An Introduction for Producers, Restaurants and More”

Vegan Trademark

- established by The Vegan Society in the UK in 1990
- can be found in 65+ countries
- used for textiles/fashion, cosmetics/household/toiletries, food/drink/supplements, supermarkets
- 12, 24 or 36 month licences available*
- partnerships with packaging companies, testing solutions and online platforms

*Supermarket licences are usually set at 12 months to support the high turnover of products.



FAQ:

<https://www.vegansociety.com/vegan-trademark/trademark-faqs>

V-Label (European Vegetarian Union)

- established by SwissVeg in 1995
- certifiers in more than 30 countries and 20 languages
- also offer vegetarian label, which was updated in 2023
- used in the food sector, for cosmetics & cleaning agents, gastronomy and non-food products
- contractual relationship generally lasts one year



FAQ:

<https://www.v-label.com/faqs/>

PETA Approved Vegan

- used for a variety of products (Clothing, Fibers/Materials, Handbags, Home Furnishings, Jewelry, Footwear, Wallets)
- products eligible for certification cannot use:
 - leather
 - wool
 - fur
 - silk
 - animal derived glue
 - animal derived coloring agents



FAQ:

<https://petaapprovedvegan.peta.org/faqs/>

Vfriendly

- established in 2015
- used in Germany, Austria, France, Switzerland, the Netherlands, UK and the Philippines
- used in
 - the gastronomy and catering sector
 - loose food shops
 - retail
 - leisure and hotel sector
 - service sector such as hairdressers and tattoo studios
 - and for products
- no renewal necessary, unless product formulation is updated



Information (German):
<https://vfriendly.org/index.php>

EVE Vegan® (Expertise Vegan Europe)

- originally established in France in 2016 (now represented in 23 countries)
- over 750 companies subscribed to the certification programme
- was created to address the need for consumer protection alongside the development of the vegan market
- offering certification for products and factories
 - product certificate valid for 18 months
 - factory certificate valid for 36 months.



Information:

<https://www.certification-vegan.org/en>

Biocyclic Vegan Label

- established by The Biocyclic Vegan Network in Germany
- A prerequisite for the award of the label is a successful farm inspection and certification in accordance with the biocyclic-vegan guidelines recognized by the "International Federation of Organic Agriculture Movements" (IFOAM) by an accredited organic inspection body. The criteria of the label require compliance with the EU Organic Regulation for the EU organic label, but go beyond this with their own requirements.



Information (German):
<https://biozyklisch-vegan.org/hintergruende/#Siegel>

EcoVeg

- established by VegOrganic in Germany
- certifies that a product is not only vegan, but also made with only organic ingredients
- building upon pre-existing European Union organic label



- renewal necessary after one year



Information (German):

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

VeganOK (Italy)

- established by the VEGANOK Network in 2009
- over 1.000 certified companies and services in Italy
- vegan, vegetarian, vegan packaging “VegPack” and approved bio-conditioning “BIOdizionario” labels available



Information (Italian):
<https://www.veganok.com/>

Lekker Vega (Vegetariërsbond)

- established by Vegetariërsbond (Dutch Vegetarian Association)
- 564 restaurants
- more of a marketing label



is een initiatief
van de

vegetariërsbond
SINDS 1894

Information (Dutch):

<https://lekkervega.nl/lekker-vega-restaurants/>

Certified Plant-Based®

- Plant Based Foods Association program, available in the U.S. and Canada
- Products eligible for certification include meat, egg and dairy alternatives and similar foods that do not contain any animal-derived ingredients.
- Plant-based foods include foods from whole grains, nuts, seeds, and/or legumes (peas, beans, and other pulses), vegetables, fruits, fungi, and algae.



Information:
<https://plantbasedfoods.org/certified>

Thank you for your
attention!



PlantEurope
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<https://www.foodsystemchange.org/networking/planteurope/about>

