vinetur

Italy Publishes Rules for Its National Organic Label

The decree gives formal effect to the Marchio Biologico Italiano and could reshape labeling practices for certified food and drink producers.

Monday, July 13, 2026



Italy has published a decree that sets the conditions and procedures for granting the Marchio Biologico Italiano, the national organic label, in a move that could affect how certified organic food and drink products are presented to consumers.

The measure appeared Monday in the Gazzetta Ufficiale, Italy’s official journal, in the General Series No. 160. The decree was issued by the Ministry of Agriculture, Food Sovereignty and Forests on May 26, 2026, under the title “Condizioni e modalità di attribuzione del Marchio biologico italiano,” or conditions and methods for assigning the Italian organic mark.

The publication gives formal effect to a national framework for the use of the label. While the notice published in the official journal summarizes the act rather than detailing every operational rule on its face, its significance is clear for producers and packagers that market goods under organic certification in Italy.

For the beverage industry, the decree matters because it may shape how wineries and other drinks producers use a national organic identity alongside existing European Union organic rules. Organic wine operators, in particular, are likely to review eligibility standards, paperwork and labeling practices to make sure they can keep using the mark where applicable or qualify for it in future packaging.

The decree arrives at a time when organic claims remain commercially important across Italian agriculture, including wine, beer and spirits made from certified ingredients. A national mark can carry marketing value in both domestic retail channels and tourism-facing businesses such as winery tasting rooms, farm stays and specialty food shops that rely on clear visual cues for visitors.

Italy already operates within the broader EU legal framework for organic production and labeling. The new decree does not replace that system. Instead, it establishes the national conditions for attribution of an Italian organic mark, adding a layer of identity that could become relevant for producers seeking to emphasize origin as well as production method.

That distinction may be especially important in wine regions where producers compete not only on appellation and vintage but also on farming practices. Organic-certified estates that bottle wine for export or direct sale often balance several labeling requirements at once, including denomination rules, health warnings where required by destination markets and sustainability messaging. Any new national mark can add compliance work even when it also offers branding advantages.

Because the official journal entry identifies the decree and its publication date but does not spell out all practical implications in the summary line, operators will need to examine the full text closely. The central issue for businesses is likely to be how the ministry defines access to the mark, what documentation must be presented and whether there are ongoing controls tied to its continued use.

That review could extend beyond wineries. Brewers using certified organic grains, distillers sourcing organic botanicals or fruit, and nonalcoholic beverage makers selling juices or infusions under organic claims may also need to assess whether their products fit within the scope of the Italian label and what administrative steps are required.

The timing is also relevant for companies preparing new labels or seasonal production runs. Packaging changes can involve lead times for design approval, printing and inventory management. If use of the national mark depends on specific authorization or proof of certification status, businesses may need to coordinate with certifying bodies and supply chain partners before updating bottles, cans or cartons.

For consumers, the decree points toward a more defined national presentation of organic products in Italy. For producers, it signals that organic status will continue to be regulated not only through certification itself but also through how that status is displayed in the marketplace.

The decree was listed on page 1 of Monday’s issue of the Gazzetta Ufficiale under ministerial decrees from the agriculture ministry. Its publication marks the formal public release of rules that industry groups, certification professionals and producers will now have to interpret in operational terms as they prepare labels and compliance files for products sold in Italy.