




## Policy Memorandum

**To:** Stakeholders and Interested Parties

**From:** Miles McEvoy, Deputy Administrator 

**Subject:** Labeling of Alcoholic Beverages with Organic References

**Date:** Original Issue Date – January 21, 2011  
*Updated Non-Working Links December 10, 2012*

The USDA Agricultural Marketing Service (AMS) finalized a new memorandum of understanding with the Tobacco Tax and Trade Bureau (TTB) (formerly the Bureau of Alcohol, Tobacco and Firearms (ATF)) on June 3, 2010. This agreement between the AMS and TTB clarified and delineated the enforcement responsibilities of each agency with respect to the labeling and advertising of alcohol beverages produced under the Organic Foods Production Act of 1990 (OFPA) (P.L. 101-624, Title XXI, Organic Certification (1990)) and for other related purposes.

Written approval from the certifying agent that issued the certificate to the handler must be obtained prior to submitting organic labels to TTB. This written approval must state that the product label(s) and corresponding certificates for the handling operation and all organic ingredients are in compliance with National Organic Program (NOP) regulations.

The most up to date information on organic claims on alcohol beverage labels is found on the TTB webpage on “Alcohol Beverages Labeled with Organic Claims” at: [www.ttb.gov/alfd/alfd\\_organic.shtml](http://www.ttb.gov/alfd/alfd_organic.shtml) . This includes the following references:

- [Memorandum of Understanding Between the Alcohol and Tobacco Tax and Trade Bureau and the Agricultural Marketing Service \(06-03-2010\)](#)
- [ALFD Guidance for Organic Labeling Applicants \(03-2010\)](#)
- [Required Organic Labeling Documents \(02-2009\)](#)
- [Sample Wine Labels \(06-2009\)](#)
- [Sample Malt Beverages Labels \(06-2009\)](#)
- [Sample Distilled Spirit Labels \(06-2009\)](#)
- [Informational Guide on Labeling Wine Containing Organic and Non-Organic Grapes](#)

NOP has also posted the following information:

- [NOP Training Module: Organic Labeling \(05-2012\)](#)



**Document Control:**

This document supersedes “Identification of Organic Ingredients by Non-certified Wineries” statement dated November 5, 2003, which is now obsolete