

2025 | Guidelines For Businesses

Use of GEOfood logo



WHAT IS GEOFOOD?

GEOfood is the official brand of local food and restaurants and a registered trademark in UNESCO Global Geoparks. GEOfood's key objective is to support local food production and the local economy through local food, while contributing to the UN Sustainable Development Goals.

GEOfood's mission is also to support local businesses, educate visitors and residents of the geoparks and raise awareness of the links between local food and geological heritage. GEOfood labels will highlight in particular the uniqueness of the region's geological heritage and its impact on the region's food and cultural heritage.



GEOfood is sustainably produced food, such as berries, mushrooms, game, fish from local waters, local agricultural products, and processed and prepared foods and meals. GEOfood branded local food products and dishes are available in many UNESCO Global Geoparks around the world.

GEOfood is an innovative approach that connects all target groups of the population to the ongoing geological history and research in the area: food is an "international language" that anyone can understand. Through food, we want to connect people to the land and nature, and strengthen food education and the responsible use of resources.

CRITERIA FOR GEOFOOD GEOPARKS, PRODUCTS AND PRODUCERS

1. The GEOfood logo can only be used by producers or companies located in the UNESCO Global Geopark and the surrounding buffer zone Lemi, Luumäki, Rautjärvi, Parikkala, Hirvensalmi, Kangasniemi, Pieksämäki, Joroinen, Rantasalmi and Savonlinna.
2. The Geopark must apply to join the GEOfood brand.
3. Each Geopark is responsible for the use of the logo and for compliance with the criteria.
4. Based on the location of the companies or cultivated fields and farms, each Geopark can decide whether to establish a buffer zone linked to the Geopark.
5. The choice of buffer zone must be described on the label together with other geological information. The choice of the buffer zone must be justified by the proximity of the products or factory to the Geopark boundaries and/or the geological phenomenon.
6. Producers must be located in the Geopark area or in the chosen buffer zone. GEOfood producers cannot be located outside the Geopark or buffer zone.
7. The raw materials for GEOfood products must originate from the Geopark area (or buffer zone).
8. Raw materials can be processed outside the Geopark and/or the buffer zone.

CRITERIA FOR GEOFOOD RESTAURANTS

1. The GEOfood logo must be clearly visible in the restaurant and on their marketing materials.
2. GEOfood menus must be inspired by the geological heritage of the area and reflect the importance of the menus to the Geopark. Customers can experience the geological heritage through their taste buds. Where possible, the atmosphere of the local environment is created.
3. At least 50% of the GEOfood menus must be made up of GEOfood raw materials. Added salt and sugar do not have to originate from the Geopark area (they do not count towards the 50% origin requirement).
4. GEOfood restaurants should offer at least one GEOfood menu that changes seasonally or annually.
5. Mutual marketing between Geoparks and restaurants through the use of logos, leaflets and websites (official website, social media, press office, etc.)
6. The restaurant reports annually or by agreement to Geopark on its GEOfood activities.

MAIN CATEGORIES OF GEOFOOD PRODUCTS

GEOfood products have two main categories related to the manufacturing process

1. **GEOfood products** have two main categories related to the manufacturing process. 1. Raw materials such as: vegetables, nuts, meat, berries, fish, mushrooms, olive oil, honey, milk, etc. Fish products can be frozen, but they must originate from the Geopark area or the buffer zone.
2. **Artesan products** such as: food and drink products made from raw materials originating from the Geopark area or the buffer zone (see section " Criteria for GEOfood products and producers".) Products such as: cheese, wine, beer, bread, biscuits, etc., must be frozen.

GEOFOOD PRODUCT LABELS

GEOfood products must have a strong link to the local geological heritage. GEOfood products and restaurant GEOfood menus should include brief information on these links (e.g. potatoes or vegetables grown in the fertile moraine layers deposited by glaciers during the last ice age; olive oil produced from the fruit of olive trees grown in the Jurassic marl deposited on the bottom of the ancient Tethys Sea; salt from the ancient sea; bread baked from cereals grown in the Geopark soil due to specific geological conditions, etc.). If a buffer zone has been defined for the Geopark, this will be indicated in the product information.

The origin of the raw materials and their links with the geological heritage must be clearly indicated on the labelling. The GEOfood area surrounding the Geopark must be indicated on the labelling. It is recommended that the packaging materials are environmentally friendly and manufactured and disposed of without the use of environmentally harmful objects. It is recommended that the Geopark logo and the GEOfood logo are displayed together.

STORY

Design and write your own story around the geological heritage of your product. Get help with storytelling from Geopark

USE OF THE LOGO

- The GEOfood logo may not be modified.
- The GEOfood logo is recommended to be used in combination with the Geopark logo.
- Other local logos may also be used alongside the GEOfood logo, provided they fit the Geopark philosophy.
- The UNESCO logo may not be used on commercial products.
- The use of the UNESCO logo on websites is prohibited
- The company must include a link to the Saimaa Geopark website www.saimaageopark.fi on its own website together with the submitted GEOfood logo.



GEOfood logo

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