



FTC and USDA to Host Roundtable in Washington, D.C. on October 20, 2016, to Examine Consumer Perceptions of “Organic” Claims for Non-Agricultural Products

FOR RELEASE

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The Federal Trade Commission and the U.S. Department of Agriculture (USDA) will co-host a roundtable in Washington, D.C. on October 20, 2016, to help the agencies better understand how consumers perceive “organic” claims for non-agricultural products, such as personal care products.

At the roundtable, invited panelists, including consumer advocates, industry representatives, and academics, will discuss the following topics:

Consumers’ interpretations of “organic” claims for products and services that generally fall outside the scope of the USDA Agricultural Marketing Service’s National Organic Program;

[A recent FTC-USDA study on organic claims](#), including its methods, limitations and conclusions; and

Approaches to address potential deception, including consumer education.

The roundtable is open to the public, and the FTC welcomes written comments, including further evidence of consumer perception. Interested parties may file a comment electronically at:

<https://ftcpublic.commentworks.com/ftc/organicroundtable>. Paper comments may be mailed to: Federal Trade Commission, Office of the Secretary, 600 Pennsylvania Avenue N.W., Suite CC-5610 (Annex B), Washington, DC 20580, or they may be delivered to: Federal Trade Commission, Office of the Secretary, 400 7th Street SW, 5th Floor, Suite 5610 (Annex B), Washington, DC 20024.

Commenters should write “Green Guides – Organic Roundtable, Project No. P954501” on their submission. The public comment period will remain open until December 1, 2016. Comments will be posted on [the roundtable’s public webpage](#).

The roundtable is free and open to the public. It will be held at the FTC’s Constitution Center Building, 400 7th St., SW, Washington, DC 20024. The Commission will publish a detailed agenda at a later date. The Commission vote to issue the consumer perception study was 3-0.

The Federal Trade Commission works to promote competition, and [protect and educate consumers](#). You can [learn more about consumer topics](#) and file a [consumer complaint online](#) or by calling 1-877-FTC-HELP (382-4357). Like the FTC on [Facebook](#), follow us on [Twitter](#), read our [blogs](#) and [subscribe to press releases](#) for the latest FTC news and resources.

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