



Consumer Interpretations of “Organic” Claims: An FTC and USDA Roundtable discussion of evidence concerning particular issues

OCT 20, 2016

Event Description

The Federal Trade Commission (FTC) and the U.S. Department of Agriculture (USDA) will co-host a public roundtable in Washington, DC on October 20, 2016, to discuss consumers’ interpretations of certain “organic” claims. The roundtable will 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.

- Approaches to address potential deception, including consumer education.

To facilitate in-depth discussion, the panels will focus on evidence circulated to the panelists before the roundtable. Audience members may ask questions if time allows.

CONTACTS

If you have questions about the roundtable, please email green@ftc.gov or contact Matt Jones of the Bureau of Economics at 202-326-3529, or Brad Winter of the Bureau of Consumer Protection at 202-326-2597.

Event Details

PUBLIC COMMENTS

FTC Privacy Policy

Under the Freedom of Information Act (“FOIA”) or other laws, we may be required to disclose to outside organizations the information you provide when you pre-register. The Commission will consider all timely and responsive public

comments, whether filed in paper or electronic form, and as a matter of discretion, we make every effort to remove home contact information for individuals from the public comments before posting them on the FTC website.

The FTC Act and other laws we administer permit the collection of your pre-registration contact information and the comments you file to consider and use in this proceeding as appropriate. For additional information, including routine uses permitted by the Privacy Act, see the Commission's comprehensive [Privacy Policy](#).

This event is open to the public and may be photographed, videotaped, webcast, or otherwise recorded. By participating in this event, you are agreeing that your image — and anything you say or submit — may be posted indefinitely at ftc.gov or on one of the Commission's publicly available social media sites.

