



Federal Trade Commission
Office of the Secretary
600 Pennsylvania Avenue N.W., Suite CC-5610 (Annex B)
Washington, DC 20580

RE: Green Guides – Organic Roundtable, Project No. P954501

Thank you for this opportunity to provide comment on FTC’s request for public comments on how consumers perceive “organic” claims on non-agricultural products.

The Organic Trade Association (OTA) is the membership-based business association for organic agriculture and products in North America. OTA is the leading voice for the organic trade in the United States, representing organic businesses across 50 states. Its members include growers, shippers, processors, certifiers, farmers’ associations, distributors, healthcare professionals, importers, exporters, consultants, retailers and others. OTA’s Board of Directors is democratically elected by its members. OTA’s mission is to promote and protect organic with a unifying voice that serves and engages its diverse members from farm to marketplace.

OTA continues to support FTC in its efforts to further understand how consumers interpret organic claims on non-agricultural products that fall outside the USDA National Organic Program’s (NOP) scope of authority in order to inform the action needed to prevent deceptive organic claims. Sufficient evidence supports a conclusion that consumers are confused and/or misled by the misuse of unregulated organic claims in the marketplace, and action is needed. To address the issue, we believe guidance needs to be developed that will:

1. Further define USDA’s scope of authority over “agricultural” products and clarify USDA and FTC’s roles and jurisdiction on enforcement;
2. Inform a revision to the FTC Green Guides to help marketers ensure that the organic claims they are making on non-agricultural products are true and substantiated to avoid deceiving consumers.

Executive Summary

- **Consumers are misled by unregulated organic claims:** To enhance our understanding and help shape these comments, OTA partnered with May Media Group LLC to conduct a research study to explore consumers’ attitudes, behaviors, understanding and expectations surrounding the topic of organic labeling as it pertains to non-food products and services (See Appendix A). Following are some of the findings from the research:
 - Consumers believe that organic non-food products and services are available across a wide range of categories, including personal care, supplements, mattresses and more.
 - Most respondents believe that a non-food product or service that is labeled “organic” must be certified by USDA or some other government agency.
 - A majority of shoppers indicate a high or somewhat high level of trust that regulations relating to growing, manufacturing and formulating practices are being adhered to in the case of non-food products that are labeled as “organic.”

- Consumers feel strongly that a certification process, such as is used by USDA's National Organic Program in relation to food/agricultural products, should apply to organic non-food products.
- Consumers believe that organic non-food products should be held to the same standard as organic food products.

- **USDA and FTC have a responsibility:** Consumers have received consistent messaging for over 15 years that "organic" is a term regulated by USDA's NOP, and products making organic claims **must** be certified. In 2005, NOP also clarified that certain products, such as personal care products, **may** be certified to the NOP regulations by virtue of their organic agricultural content but they do not need to be certified provided the USDA seal is not used and certification claims are not made. Unfortunately, consumers are largely unaware of the difference between a product in the food aisle that must be certified if an organic claim appears on the front label vs. an "organic" product in the non-food aisle that may or may not be certified. USDA has opened the door to organic certification of products such as shampoo, household cleaners, mattresses and dietary supplements, **and** it allows the term "organic" to be used on products that are not certified. OTA believes that with this dual allowance comes a responsibility to ensure that organic advertising claims are not misleading. Accordingly, OTA urges USDA and FTC to guide marketers on the appropriate use of organic claims on agricultural **and** non-agricultural products to protect consumers from the deceptive misuse of the term on products that fall outside of NOP's scope of authority.

- **USDA's oversight of "organic" needs to be better defined:** USDA's NOP has authority over "agricultural" products that make organic claims. Given this jurisdiction, how "*agricultural*" does a product need to be to fall under the oversight of USDA's NOP? If a product is 60% agricultural and 40% non-agricultural, does it fall under NOP's oversight? OTA is unaware of any policy or clarification that specifies the agricultural content of a product that would bring it under NOP's scope of enforcement. Logic would suggest at least 70% agricultural content or more since products made of 70% organic ingredients may be certified under NOP's regulations, which apply to agricultural products only. The Organic Foods Production Act (OFPA), however, specifies that exemptions for processed food "shall not apply to agricultural products that contain less than 50% organic ingredients." OTA believes the issue of enforcing misleading organic claims on "non-agricultural" products could in part be solved if USDA were to clearly specify the extent of its authority over "agricultural products" that contain both agricultural and non-agricultural ingredients.

- **FTC-USDA guidance is needed:** The inconsistent oversight and failure to enforce the use of the term "organic" on all products across the board create consumer confusion, can be misleading or inaccurate, and can lead to consumers mistrusting the integrity of the word "organic" on USDA-NOP regulated products. This, in turn, negatively impacts the success and growth of the USDA certified organic industry, and can disenfranchise consumers in their ability to trust labels in general. Consumers should not need a law degree or a decoder to read and decipher between the validity of products making organic claims. Similarly, marketers should not be allowed to take advantage of and loosely use a well-established term (organic) that is federally defined and regulated. Marketers need guidance and consumers need education tethered to a consistent labeling policy that applies to all products equally (agricultural and non-agricultural).

OTA strongly believes that enough evidence is available to support a conclusion that a majority of consumers are misled, if not confused. More research is not needed. The next step is to start developing appropriate guidance that will solve the problem. OTA urges FTC to confer with NOP and develop a draft policy on the use of organic claims on products that are outside NOP's jurisdiction. We request a public comment period on the draft policy, and that The Green Guides be updated to reflect a final policy.

We offer the following more detailed comments:

The organic food industry in the United States has grown in annual sales from \$3 billion in 2001 to nearly \$40 billion in 2015. A niche industry in the huge food sector just a decade ago, organic food now accounts for nearly 5% of the \$807 billion annual food sales in the United States. The growth rate of organic food sales, which has averaged just over 12% per year since 2005, has dwarfed the average annual growth of 3.5% in total food sales during that same period.

Consumers are not just eating organic; they are incorporating organic into their lifestyle. While organic **food** sales accounted for roughly 92% of the total organic sales, non-food organic products—including flowers, fiber, household products and pet food—are making quick and significant in-roads.

Organic **non-food** products continue to gain in popularity. Sales of **non-food** organic products, at more than \$3.5 billion, have risen by **377%**, and more than doubled market penetration since 2005. Even though non-food products account for just 8.2% of overall organic sales, the almost 13 percent growth rate in the sales of organic non-food products outpaces the growth rate in organic food, as well as the overall growth of comparable products, primarily conventional, which inched up by a mere 2.8%.

Consumer demand for organic products continues to show double-digit growth with no signs of slowing, providing market incentives for organic producers, handlers and marketers across a broad range of products. Organic products are now available in nearly 20,000 natural food stores and nearly 3 out of 4 mainstream grocery stores. There is no question that the term “organic” is well established in the marketplace. After fifteen years of operating under a thriving USDA organic program that promotes and regulates the term “organic” on a wide range of products, many consumers have come to believe that “organic” is a regulated term held to strict standards, and they are willing to pay more for it. This should be a fact that consumers can trust when they purchase organic products, regardless of the grocery store aisle or retail outlet they are shopping in. Unfortunately, research findings continue to demonstrate that consumers are confused or misled by organic claims made on non-food products.

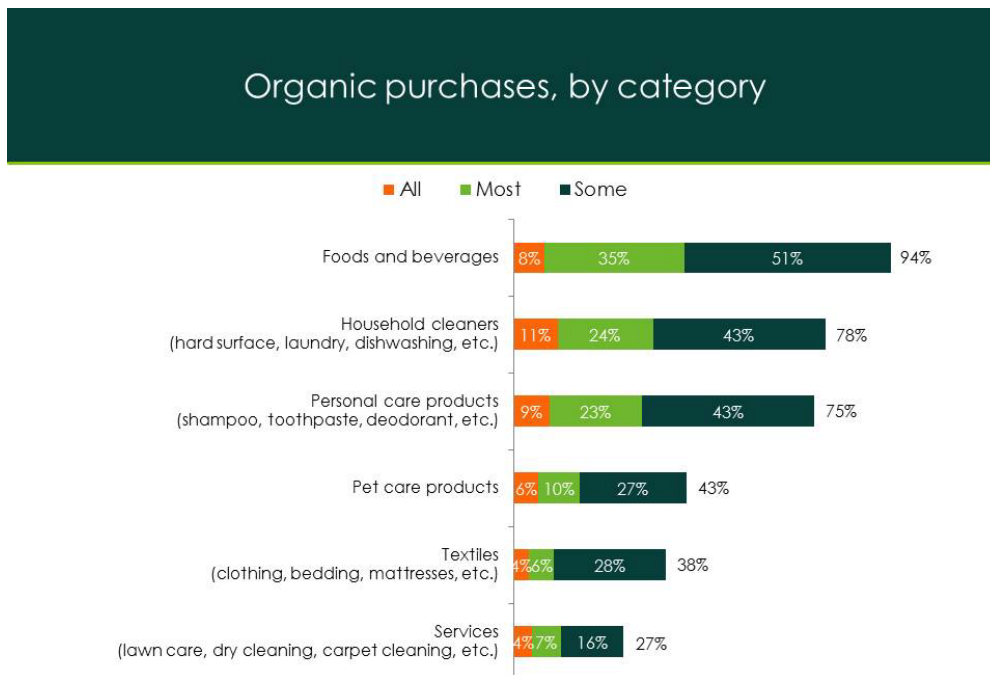
Consumers are misled by unregulated organic claims

To enhance our understanding and to help shape these comments, OTA partnered with May Media Group LLC to conduct a research study to explore consumers' attitudes, behaviors, understanding and expectations surrounding the topic of organic labeling as it pertains to non-food products and services. Following are some of the findings from the research. More information about the methodology can be found at the end of this section.

OTA Survey Concerning Organic Labeling of Food and Non-food Products and Services

Conclusion 1: Consumers believe that organic non-food products and services are available across a wide range of categories. Further, they believe that they frequently purchase organic household cleaners, personal care products, pet care products and more.

Question: During the past 6 months, how many of the following products or services purchased by you were labeled as organic?



The critical takeaway here is that the total U.S. market for household cleaners was \$16.5 billion, making it highly unrealistic that 35% of the sample group actually purchases “some or all” organic household cleaners. The entire U.S. market for organic household cleaners was \$80 million in 2015, or about 0.48% of the total market.

Similarly, according to *OTA’s 2014 U.S. Consumers’ Organic Attitudes and Beliefs Study*, a high percentage of category buyers believe they had purchased an organic product at least once in the past six months in the following areas:

- Supplements – 78%
- Personal Care – 74%
- Flowers – 68%
- Pet Food – 65%
- Fiber, Linens/Clothing – 63%

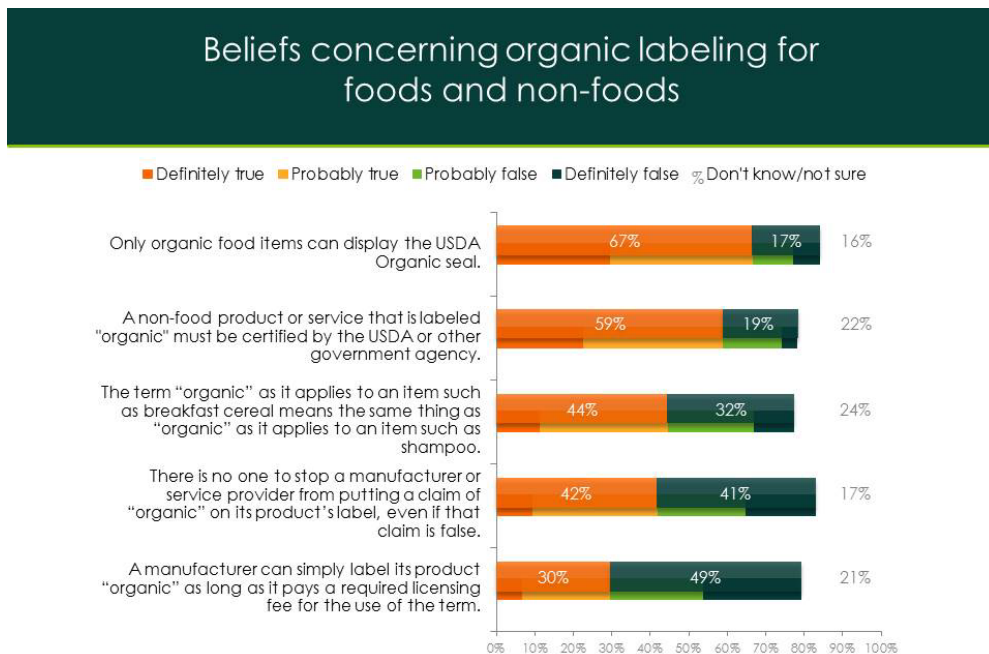
However, *OTA’s 2014 Organic Industry Survey* showed that the combined annual sales for these categories total about \$2.7 billion, or just over 7% of total organic sales. Furthermore, total market penetration for organic products in these categories did not exceed 2.6% (in

supplements), and dipped as low as .4% (for flowers).

Thus, it would appear that consumers of these products often perceive they are making an organic purchase when market reality makes it clear that this is simply not possible.

Conclusion 2: Most of the respondents believe that only organic food items can display the USDA seal (67%), and that a non-food product or service that is labeled “organic” must be certified by the USDA or other government agency (59%).

Question: For each of the following statements, please indicate the extent to which you believe them to be True or False.



Furthermore, a predominance of consumers indicated their belief that the term organic, as it applies to food products (e.g. breakfast cereal), means the same thing as when it is applied to non-food products (e.g. shampoo).

In FTC’s own August 2016 study, entitled, “Consumer Perception of ‘Recycled Content,’ and ‘Organic’ claims,” the issue of consumer understanding of organic claims on non-food products is explored further.

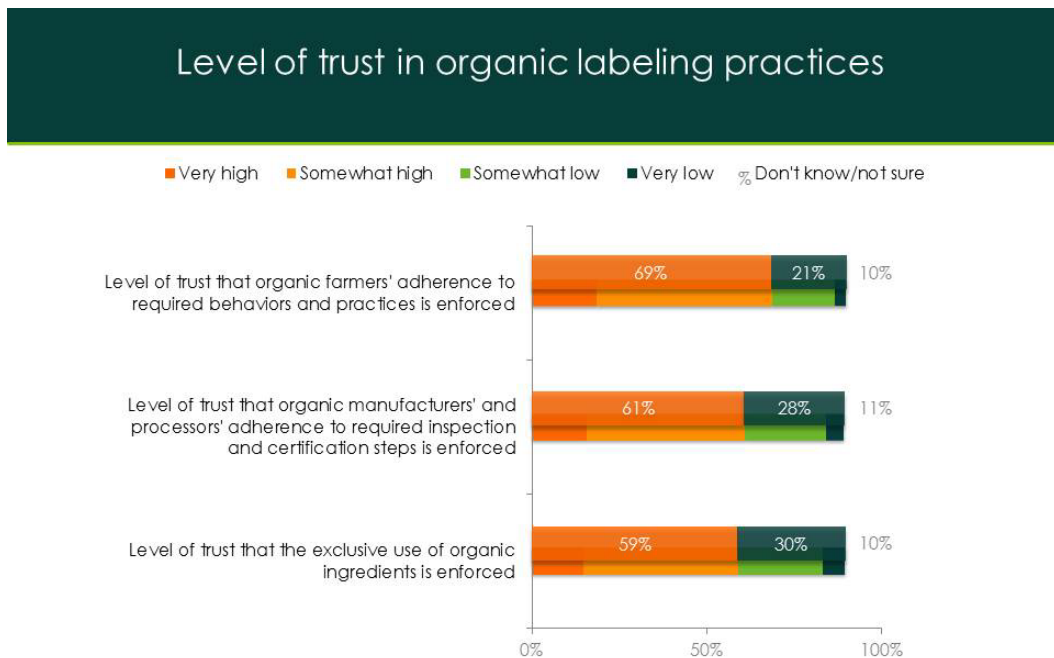
Responses to the question, “Does the word ‘Organic’ have the same meaning for this product as it does for an apple?” varied by product category, with as many as 41% answering yes when the product was shampoo, and 40% when the product in question was a mattress. Add to those figures an average 30% of additional consumers who aren’t sure, and there exists a significant potential for consumer confusion and deception.

FTC’s study (Figure 4.2.6a), as corroborated by OTA’s data, supports OTA’s position that many to most consumers believe that the term organic, *regardless of whether it is food or non-food*, is certified and regulated according to a government standard. OTA’s data also corroborate FTC’s

study (Table 4.2.3a) that many consumers believe that “organic” has the same meaning when it is applied to food products (e.g. breakfast cereal, apples) as when it is applied to non-food products (e.g. shampoo), or they are not sure.

Conclusion 3: Despite the fact that there was no clear consensus concerning whether or not anyone can stop manufacturers from making false organic claims, and whether or not an organic label claim can simply be obtained for a fee, there is generally a high level of trust that organic label claims made on non-food products reflect requirements that are adhered to and enforced.

Question: How would you rate your overall level of trust that the following elements of organic labeling for non-foods and services are being enforced?

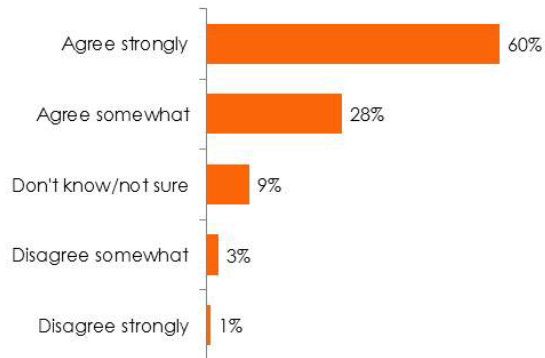


A majority of shoppers indicated a high or somewhat high level of trust that regulations relating to growing, manufacturing and formulating practices were being adhered to in the case of organic non-food products.

Conclusion 4: Consumers feel strongly that a certification process, such as is used by USDA’s National Organic Program in relation to food/agricultural products, should apply to organic non-food products.

Question: How strongly do you agree or disagree with the following statement:

“A certification process such as is used by the USDA to oversee and enforce the labeling of organic foods should also be used to oversee and enforce the labeling of organic non-food products and services such as shampoo, mattresses, and dry-cleaning.”



Conclusion 5: The consensus sentiment obtained from the open-ended comment about government regulation of non-food products was “Any product that uses the organic stamp should be held to the same standards. People should be able to trust that the same procedures are being used across the board.”

Note: The nine sample comments below appear as originally provided by respondents, and as a result may contain spelling, grammatical, or typographical errors. All 804 of the responses are found in Appendix B.

- “The certification process used by the USDA to oversee and enforce the labeling of organic and non-organic products and services should also be used to oversee and enforce the labeling of all organic and non-organic products and services because: 1) the consumer's health & safety is at stake and 2) consumers pay their taxes to appoint government agencies to regulate these matters under the law!!! “
- “Any product that uses the organic stamp should be held to the same standards. People should be able to trust that the same procedures are being used across the board. “
- “Some people will buy only things labeled organic. Sometimes, organic is more expensive. If you can label any item as organic, you are false advertising, and ripping off the consumer.”
- “I agreed strongly because I would love that the same organization that sets the standards for what qualifies as organic to do so for other non-food products and services.”
- “why should our food be any different than things we put on our bodies? What we put on our bodies are absorbed into our blood through our skin thus affecting us the same as if we ingest something.”
- “if it is labeled organic, it must be certified, inspected & proven so that we as consumers can trust it to be true.”
- “So far, I trust USDA certifications. In order to trust that non-food products are organic, I would like to know the same process is used to certify.”
- “Both categories of products affect health & environment, therefore they should be regulated in the same manner.”
- “Consumers need to trust that there are standards on the organic label for non-food products.”

Methodology and Limitations

Methodology: The methodology employed was an online survey consisting of several multiple-choice questions, one open-ended comment question, and a series of classification questions. The research was conducted by May Media Group LLC from October 5 – 10, 2016, with respondents from the Moms MeetSM Mom Ambassador database and the KIWITM Magazine Parent Advisory Board. Respondents were incented to complete their surveys by the chance to win a \$150 VISA gift card.

The report is based on the responses from approximately 1,300 completed surveys. The respondents completing the survey were primarily females between 18-54 years old, married with an average of two children, white, college-educated, employed, and an average household income of \$62,000.

Limitation: The Moms MeetTM Mom Ambassador database and the KIWITM Magazine Parent Advisory Board consist of consumers who are self-identified as being interested in raising healthy families and participating in the Moms Meet and KIWI magazine online communities of like-minded individuals. Because this population is actively engaged in educating itself on natural, organic, and better-for-you products and services, their opinions, attitudes, levels of understanding, and purchasing behaviors may differ from those of a randomly selected U.S. national sample.

Years of OTA survey data points to a consistent theme

OTA's *U.S. Families' Organic Attitudes and Beliefs Study* has tracked shoppers' understandings and behaviors surrounding organic products annually since 2009. The study relates to organic "products," as opposed to organic "non-food products," but the findings are supportive of the themes discussed in these comments.

Some highlights from previous OTA surveys include:

- From the 2015 *Study*: Shoppers were asked, "**During the last 6 months, how often did you choose organic products in the following categories?**"
 - Supplements – 48% indicated always or most of the time. Organic supplement sales in the U.S. in 2015 were \$1.115 billion, or 2.89% of the total market.
 - Personal Care Products – 43% indicated always or most of the time. Organic Personal Care Products sales in the U.S. in 2015 were \$848 million, or 1.25% of the total market.

These results clearly indicate consumer confusion about the products they have purchased, and whether they are or are not organic.

- From the 2016 *Study*: Shoppers were asked to rate their agreement or disagreement with the following statement: "**I am willing to pay more for products that are organic.**" 49% agreed with the statement, 21% were neutral, while 31% disagreed.

These results speak to the importance of guaranteeing that consumers can trust products they are willing to pay more.

USDA and FTC have a responsibility

Trust in the USDA Organic seal is critical to the continued success of the U.S. organic industry. Many products making organic marketing claims, however, fall outside of the scope of authority and enforcement of USDA's NOP. In one aisle of the grocery store, agricultural products such as cereal and soup **MUST** be certified if an organic claim is used anywhere on the front display panel of the label. Fraudulent use of the term results in civil penalties. For these products, consumers can trust that the term "organic" reflects a codified and transparent set of production and handling standards that are verified through third-party certification and enforced by USDA.

However, in the next aisle, products such as dietary supplements, personal care products and textiles **MAY** utilize organic claims whether they are certified or not. As clarified in 2005 NOP Policy 11-2¹, these products *may* be NOP certified by virtue of their organic content. However, certification is not required unless the product utilizes the USDA Organic seal or makes reference to USDA organic certification. Thus, many of those products can use the term organic, but not the seal, with no certification requirements or regulatory enforcement. Many other products utilizing the term "organic" could never be certified (i.e. salt, water, non-agricultural fertilizers) because they are non-agricultural² and USDA NOP certification applies to agricultural products only. In all of these cases, if a product making an organic claim falls outside of NOP's jurisdiction, it lacks federal oversight and enforcement around the use of the term.

Unfortunately, consumers are largely unaware of the difference between a product in the non-food aisle that **must** be certified if an organic claim appears on the front label vs. a product labeled "organic" in the non-food aisle that may or may not be certified. Without the USDA Organic seal or certification, there are few ways to tell if those organic claims are valid or to know exactly what they mean. Compounding the confusion is the fact that the USDA Organic seal is optional, and is not allowed on products certified in NOP's "made with organic (70% +)" category. Consumers should not need a law degree or a decoder to read and decipher between the validity of products making organic claims. Similarly, marketers should not be allowed to take advantage of and loosely use a well-established term (organic) that is **federally defined and regulated**.

USDA has opened the door to organic certification of products such as shampoo, household cleaners, sheets, mattresses and dietary supplements as well as the allowance to use the term "organic" on products that are not certified. OTA believes that with this allowance comes a responsibility to ensure that organic advertising claims are truthful and not misleading. Supported by years of data collected by OTA, consumers believe there are benefits to buying organic products and they expect a guarantee. This should be a fact that consumers can trust when they purchase organic products, regardless of the grocery store aisle or retail establishment they are shopping in. Accordingly, OTA strongly urges USDA and FTC to develop a policy and guide marketers on the appropriate use of organic claims on agricultural **and** non-agricultural products to protect consumers from the deceptive misuse of the term on products that fall outside of USDA NOP's scope of authority.

¹ NOP Policy Memorandum 11-2 "Certification of agricultural products that meet NOP Standards"

² USDA NOP certification applies to agricultural products only. Some products may be certified by virtue of their agricultural content provided they comply with all NOP composition, production, handling and labeling standards.

USDA vs. FTC jurisdiction of organic needs to be clearly defined

USDA's NOP has authority over **agricultural** products that make organic claims. Agricultural products may be certified as either "100% organic," "95%+ organic," or "70%+ organic." The organic percentage of the product and the category it qualifies for are based on the total net weight (excluding water and salt) of combined organic ingredients at formulation divided by the total weight (organic + non-organic).

How "agricultural" does a product need to be to fall under the oversight of USDA's NOP? If a product is 60% agricultural and 40% non-agricultural, does it fall under NOP's oversight? Most of the non-food products that are making deceptive organic claims are a mix of agricultural and non-agricultural ingredients. It is the "botanical" or "agricultural" nature of the product that brings it into the "organic" fold. The percentage of agricultural ingredients may range from 1% to 100%. OTA is unaware of any policy or clarification from USDA's NOP that specifies the agricultural content of a product that would bring it under NOP's scope of enforcement. Logic would suggest at least 70% agricultural content or more since products made of 70% organic ingredients may be certified under NOP's regulations and the organic regulation applies to "agricultural products" only. The Organic Foods Production Act (OFPA), however, specifies that the certification exemption for processed food "shall not apply to agricultural products that contain less than 50% organic ingredients."

OTA believes the issue of enforcing misleading organic claims on "non-agricultural" products could in part be solved or at least significantly improved if USDA were to clearly communicate the extent of its authority over products that contain both agricultural and non-agricultural ingredients *and* exercise that authority. This would define the jurisdiction boundaries between USDA and FTC, and help support an FTC-USDA policy that is directed at companies and marketers making egregiously misleading organic claims on products that are **truly** "non-agricultural" and outside NOP's scope of enforcement.

FTC-USDA guidance is needed

Organic products are all over store shelves. In the array of organic offerings, many to most consumers believe that non-food products labeled as "organic" have the same meaning as food products, and they believe the products must be certified by USDA or some other government agency. The majority of shoppers also indicate a high or somewhat high level of trust that the organic production and handling practices required for food products are also being adhered to in the case of organic non-food products. Unfortunately, this trust does not equal truth or practice, and leaves consumers in a vulnerable position that lends itself to deception.

Marketers need guidance and consumers need education tethered to a consistent labeling policy that applies to all products equally (agricultural and non-agricultural). Consistent with our previous comments on this issue, OTA urges FTC to confer with NOP and develop a draft policy on the use of organic claims on products that are outside NOP's jurisdiction. We request a public comment period on the draft policy, and, once finalized, we request that The Green Guides be updated to reflect the policy.

OTA strongly supports the following guidelines be included in draft policy:

Organic claims on agricultural products should be addressed by NOP

As stated earlier, agricultural products making organic claims are regulated and enforced by NOP, although "agricultural" is not clearly defined. OTA believes the issue of enforcing misleading organic claims on "non-agricultural" products could in part be solved or at least significantly

improved if USDA were to clearly communicate the extent of its authority over products that contain both agricultural and non-agricultural ingredients. A simple store shelf investigation reveals that many non-certified products making organic claims contain at least 70% agricultural ingredients. Arguably, the product could be classified as “agricultural” and the organic claim addressed by NOP. Similarly, NOP’s policy on the use of “organic” in a company name (NOP 4012) should apply to ALL products, including personal care, dietary supplements, textiles, household cleaners, fertilizers, etc., if the content is “largely” agricultural.

OTA urges FTC to confer with USDA and clearly define its jurisdiction boundaries based on the agricultural content of a product. This, in turn, will ensure FTC’s job is directed at companies and marketers making misleading organic claims on products that are truly “non-agricultural” and outside NOP’s scope of enforcement.

Organic Product Claims

OTA requests that FTC acknowledge in policy that there are some product categories, including personal care, textiles, and others, that fall outside USDA-NOP’s jurisdiction for product labeling based on their non-agricultural content. A product that is non-agricultural should arguably not be labeled as “organic.” Instead, if the product contains certified organic ingredients/components, then the organic claim should be limited to an **organic content claim** (e.g. contains organic lavender oil). This is consistent with NOP’s labeling requirements, and it supports **truth in labeling**. We believe there is an important distinction between using the term organic to modify a product name (indicating the entire product is organic) vs. using the term “organic” to communicate that some part of the product is “organic.”

Organic Content Claims

OTA supports a policy that reserves the use of the term “organic” when used to modify the product name (i.e. organic mattress, organic shampoo, etc.) for NOP certified products only, or products produced in accordance with an NOP recognized standard when NOP standards do not exist (see Organic Textiles below). Guidance of this kind supports a straight-forward approach to truth in labeling. If a product only **contains** organic ingredients, the product itself as a whole should not be labeled as organic. Instead, marketers should be provided with guidance on best labeling practices that describes the appropriate use of an **organic product claim** vs. an **organic content claim**.

Also consistent with the NOP’s labeling requirements, FTC should clarify that for products containing **agricultural** ingredients labeled “organic,” the “organic” ingredients **must** meet the NOP rule. NOP’s position is that any agricultural ingredient that claims to be organically produced, in any product, must be certified to the USDA-NOP standard.

Organic Textiles

FTC and USDA have model policy to build from. On May 20, 2011, NOP announced a Policy Memorandum addressing the labeling of textile products containing organic ingredients (such as organic cotton, organic wool, and organic linen). This NOP Policy Memo 11-14, entitled “Labeling of Textiles that Contain Organic Ingredients,” clarifies that while the NOP regulations do not include specific processing or manufacturing standards for textile products, a product can be labeled as “organic” and make reference to NOP certification if it is produced in full compliance with both the NOP production standards (crops and livestock for raw materials) and the NOP handling

standards (processing for the finished product). However, as most of these methods and ingredients are not applicable to textile processing, NOP labeling is likely unachievable for most garments and textile products that use a variety of dyestuffs and auxiliary agents.

As a practical alternative, the policy memo explicitly confirms that textile products produced in accordance with the [Global Organic Textile Standard](#) (GOTS), such as apparel, mattresses, or socks, may be sold as “organic” in the U.S., although they may not refer to NOP certification or carry the USDA Organic seal.

FTC should make clear to marketers that in the absence of government standards, private standards have been developed and NOP Policy is in place. OTA requests that FTC expressly acknowledge GOTS, defer to NOP’s Policy Memorandum on Textiles, and monitor and enforce the use of the term “organic” on textiles that are not certified either under NOP or GOTS. For products that are making organic content claims only, OTA requests that FTC include reference to the Textile Exchange [Organic Content Standard](#)³.

Conclusion

Data demonstrate that many to most consumers have come to trust and understand that organic products are certified to strict standards and that those claims are regulated and enforced by the federal government. The inconsistent oversight and failure to enforce the use of the term "organic" on all products (agricultural and nonagricultural) create consumer confusion, can be misleading or inaccurate, and can lead to consumers mistrusting the integrity of the word "organic." Furthermore, it can disenfranchise consumers in their ability to trust labels and marketing claims in general. This is in no one's interest—not USDA, which administers the National Organic Program, nor the FTC, which has a consumer protection mandate.

OTA recognizes that the process of developing guidance is complex and time-consuming, and will require input from many different stakeholders. We respect this process and therefore emphasize the need for draft guidance and public comment. At this point, however, the critical decision is not about the detail of a policy. The critical decision is to no longer delay the process and start the work needed to solve a problem we know exists.

OTA and many other organizations and consumers have been requesting that FTC take action on this issue for over 15 years. OTA’s comments to FTC on updating its Green Guides to address misleading organic claims date back to 2005. OTA strongly believes that enough evidence is available to demonstrate that consumers are misled, if not confused. The next step is to start developing guidance that will:

1. Further define USDA’s scope of authority over “agricultural” products and clarify USDA and FTC’s roles and jurisdiction on enforcement;

³ The Organic Exchange “organic content” standards are chain-of-custody standards that give third party verification to a final product containing a given amount of organically grown cotton. The OE 100 and OE Blended are voluntary standards and do not address the use of chemicals or any other aspects of production beyond the integrity of the organic fiber.

2. Inform a revision to the FTC Green Guides to help marketers ensure that the organic claims they are making on non-agricultural products are true and substantiated in order to avoid deceiving consumers.

All of this would significantly help prevent misleading or fraudulent organic claims, ensure consumer confidence in the term "organic," and help protect the USDA National Organic Program and the over 21,700 certified organic operations nationwide.

Again, on behalf of our members across the supply chain and the country, OTA thanks FTC for the opportunity to comment.

Respectfully submitted,



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Vice President, Regulatory and Technical Affairs
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cc: Laura Batcha
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Appendix A: OTA Survey Concerning Organic Labeling of Food and Non-food Products and Services
Appendix B: Open-ended comments from survey question #9



Attitudes and Behaviors
Concerning Organic Labeling of
Food and Non-Food Products and Services

Prepared by May Media Group, LLC
October 11, 2016



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Background and Methodology Summary

- The OTA has partnered with May Media Group, LLC to conduct a research study to explore consumers' attitudes, behaviors, understanding and expectations surrounding the topic of organic labeling, and specifically as it pertains to the labeling of organic non-food products and services.
- The methodology employed was an online survey consisting of several multiple choice questions, one open-ended comment question, and a series of classification questions.
- The research was conducted by May Media Group, LLC from October 5 – 10, 2016 with respondents from the Moms MeetSM Mom Ambassador database and the KIWITM Magazine Parent Advisory Board. Respondents were incented to complete their surveys by the chance to win a \$150 VISA gift card.
- The following report is based on the responses from approximately 1,300 completed surveys. The respondents completing the survey were primarily females between 18-54 years old, married with an average of two children, white, college educated, employed, and an average household income of \$62,000.
- **Limitation:** The Moms MeetSM Mom Ambassador database and the KIWITM Magazine Parent Advisory Board consist of consumers who are self-identified as being interested in raising healthy families and participating in the Moms Meet and KIWI magazine online communities of like-minded individuals. Because this population is actively engaged in educating themselves on natural, organic, and better-for-you products and services, their opinions, attitudes, levels of understanding, and purchasing behaviors may differ from those of a randomly selected U.S. national sample.

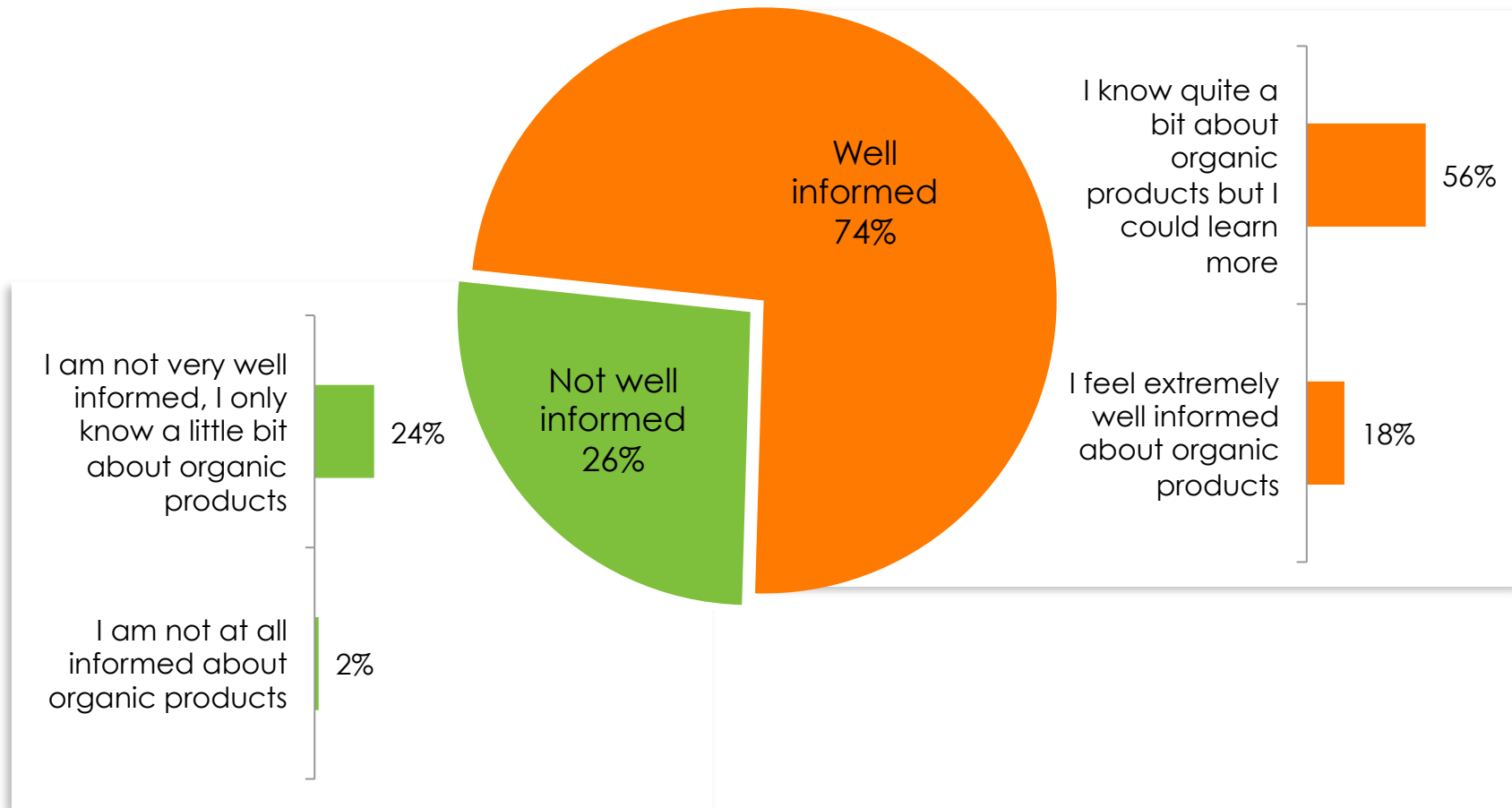


Executive Summary

- Respondents considered themselves to be well informed about the topic of organic, believed that organic non-food products and services were available for purchase, and frequently purchased organic in the *food and beverages, household cleaners, and personal care products* categories. (Slides 4-7)
- Most of the respondents believe that only organic food items can display the USDA seal (67%), and that a non-food product or service that is labeled “organic” must be certified by the USDA or other government agency (59%). (Slide 8) Also, despite the fact that there was no clear consensus concerning whether or not the term “organic” means the same for non-foods as food, whether or not anyone can stop manufacturers from making false organic claims, and whether or not an organic label claim can simply be obtained for a fee, there is generally a high level of trust in current organic labeling practices. (Slides 8-9)
- Finally, nearly 9 in 10 respondents *Agreed strongly (60%) or Agreed somewhat (28%)* with the statement “A certification process such as is used by the USDA to oversee and enforce the labeling of organic foods should also be used to oversee and enforce the labeling of organic non-food products and services such as shampoo, mattresses, and dry-cleaning.” (Slide 10)
- The consensus sentiment obtained from the open-ended comments is that “*Both categories of products affect health & environment [and] therefore they should be regulated in the same manner. Consumers need to trust that there are standards on the organic label for non food products.*” (Slide 11)

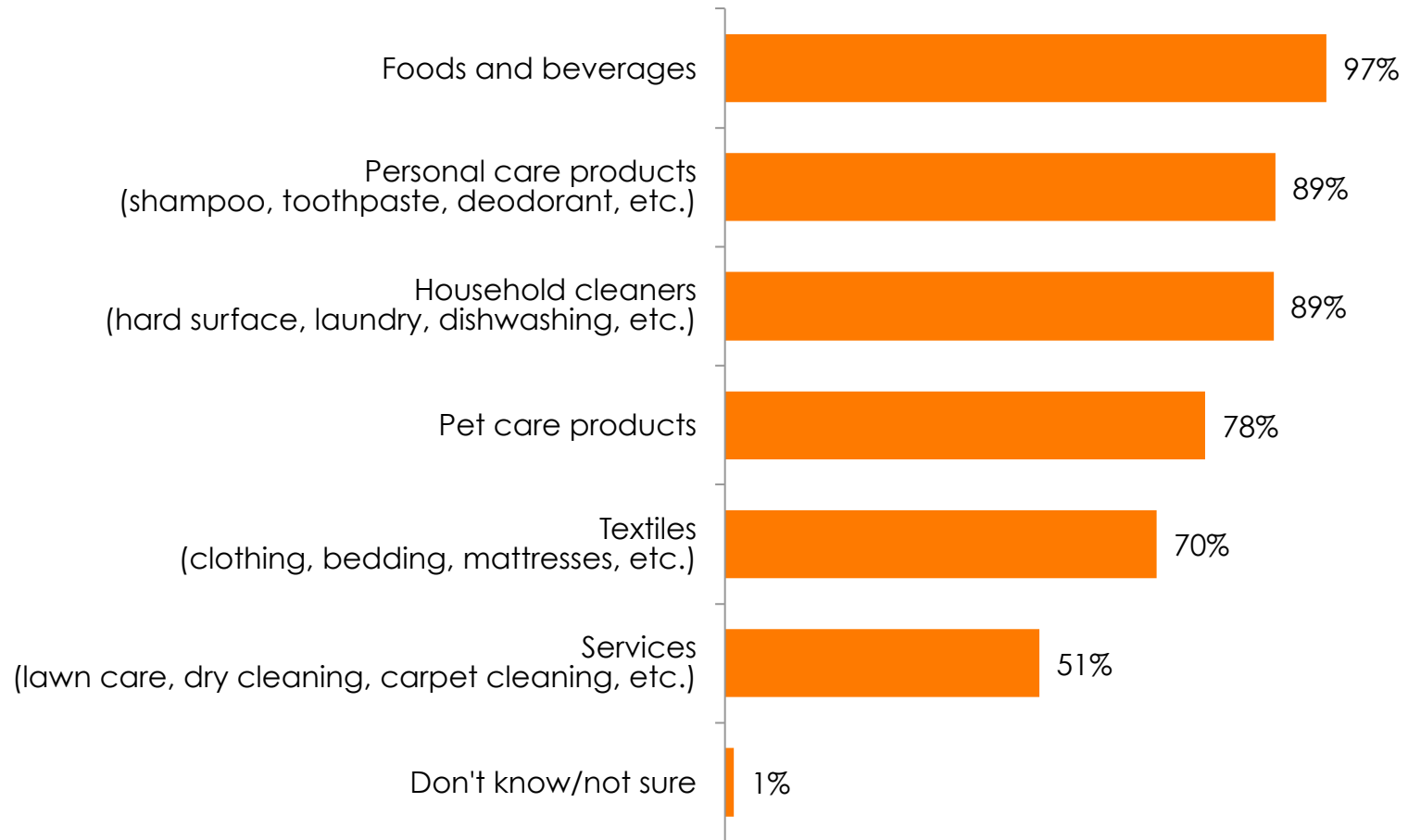


Knowledge of organic



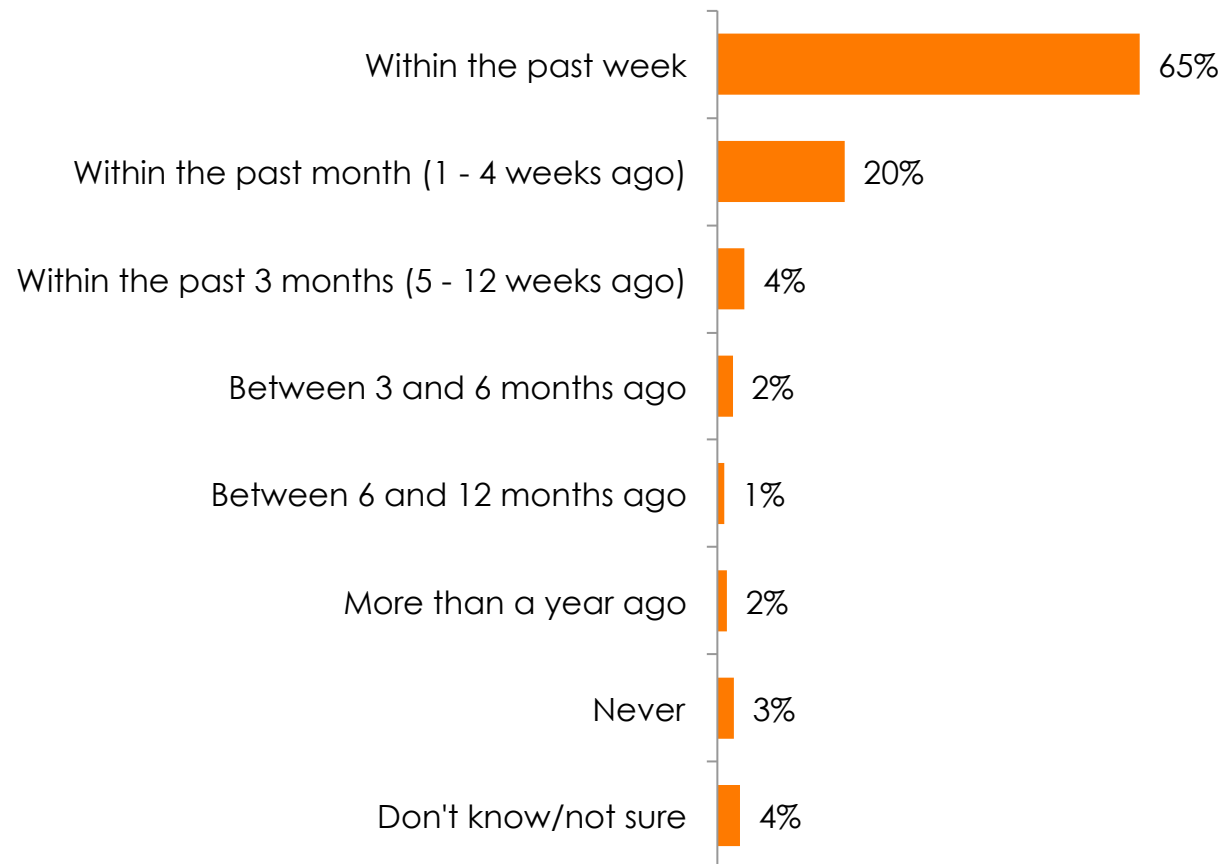
Q3. Which of the following statements best describes how knowledgeable you feel about the topic of organic products?

Organic availability, by category



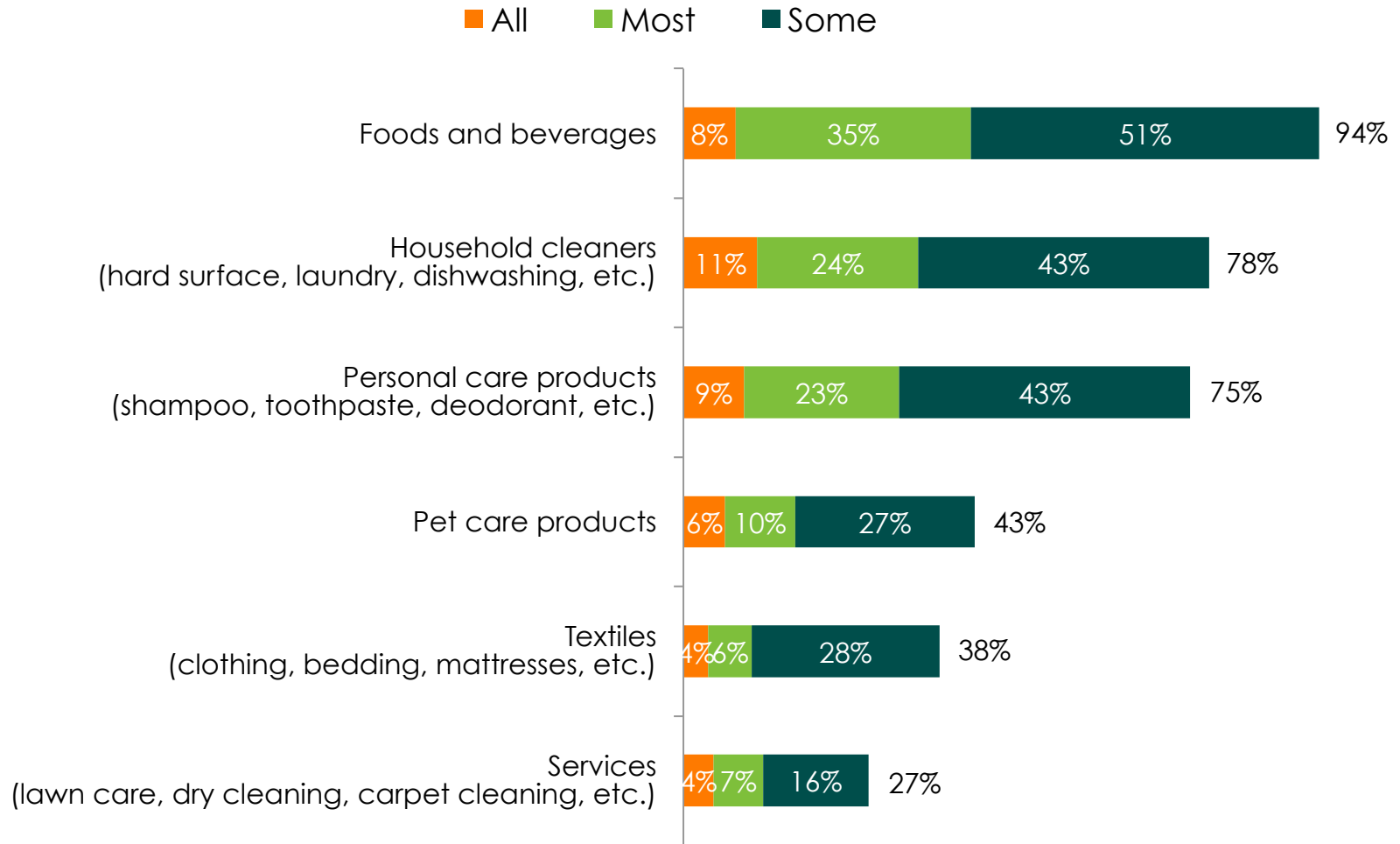
Q1. Which of the following items do you believe are available for purchase as organic? Check all that apply.

Organic purchase frequency



Q2. When did you last purchase an organic product or service?

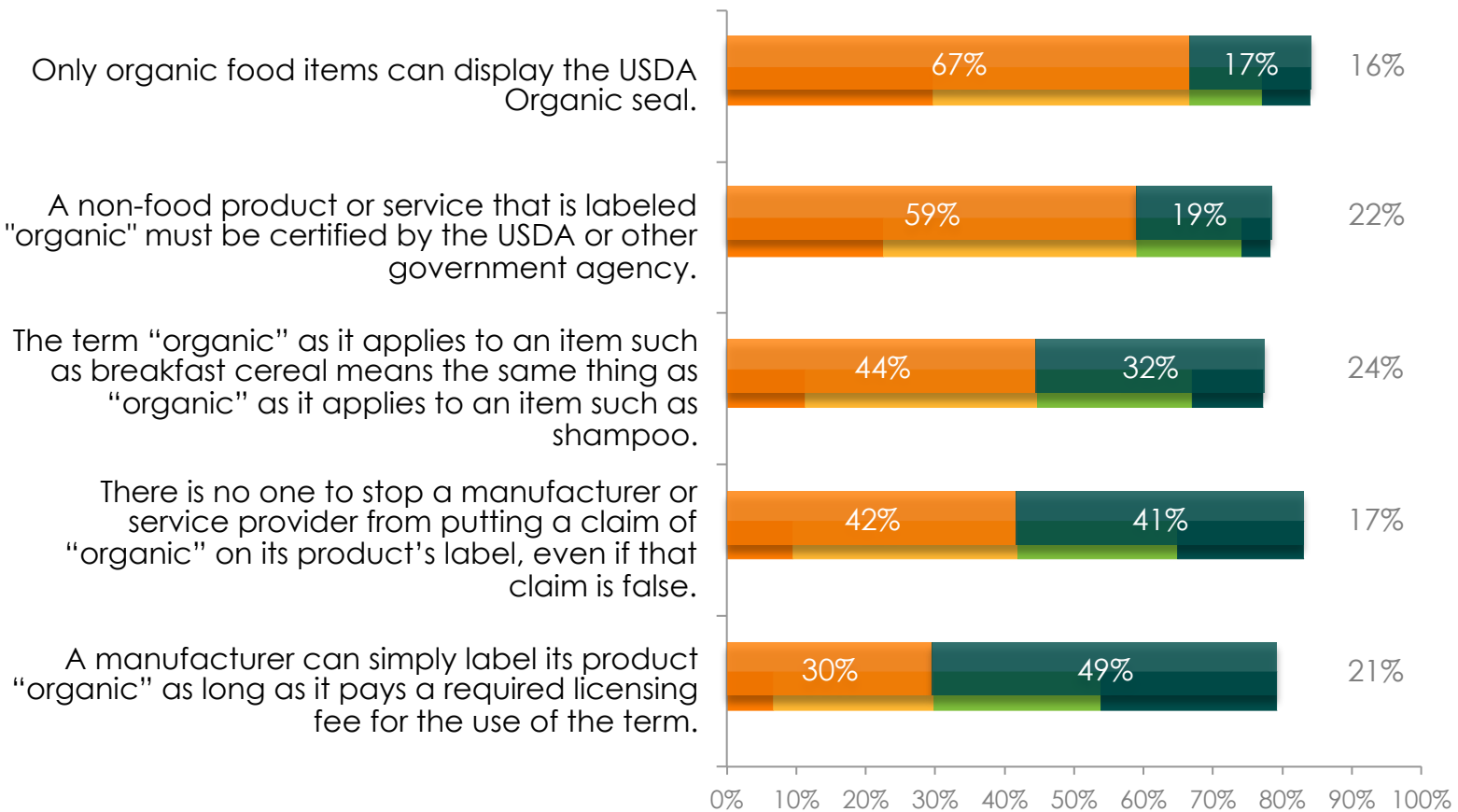
Organic purchases, by category



Q4. During the past 6 months, how many of the following products or services purchased by you were labeled as organic?

Beliefs concerning organic labeling for foods and non-foods

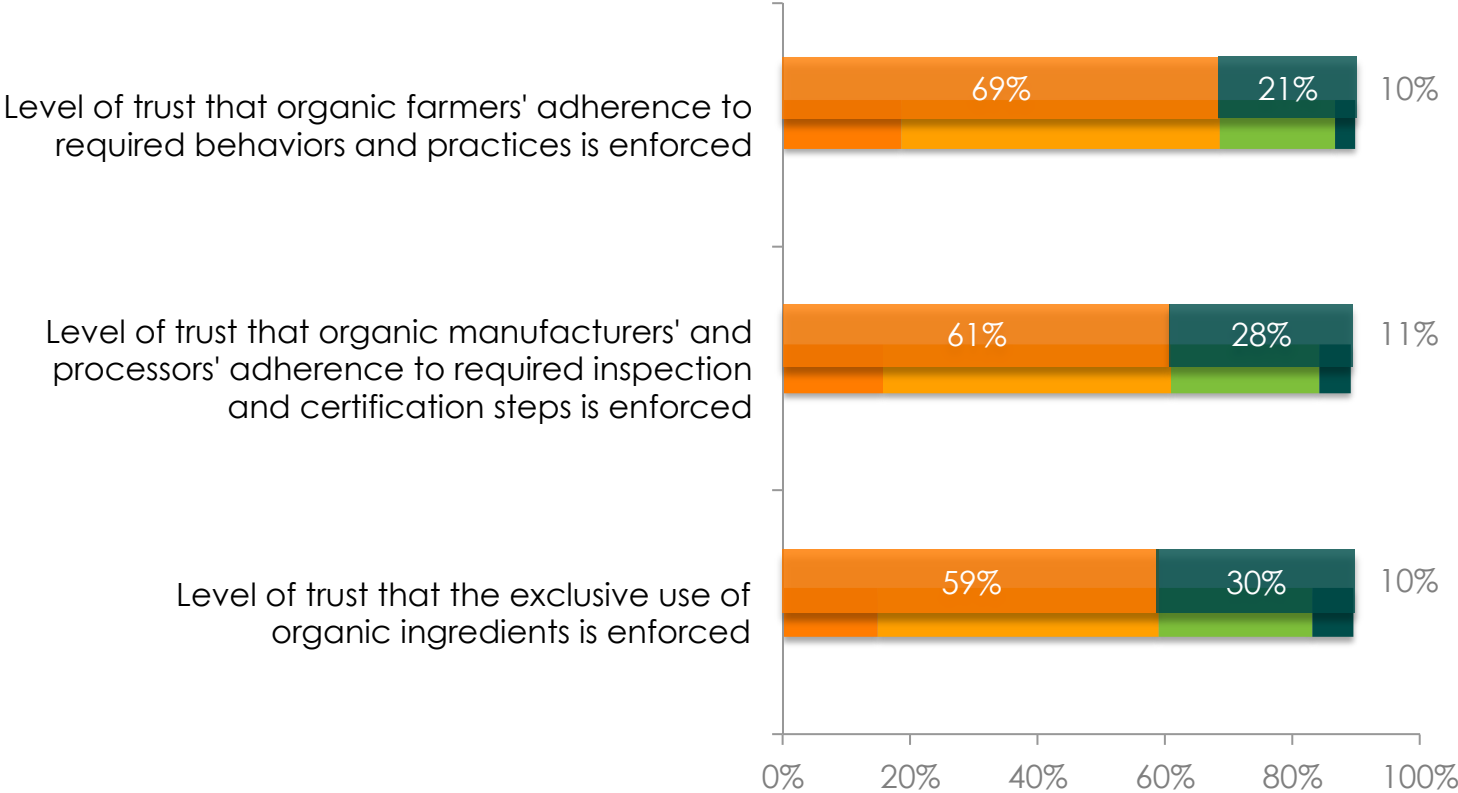
■ Definitely true
 ■ Probably true
 ■ Probably false
 ■ Definitely false
 % Don't know/not sure



Q5. For each of the following statements, please indicate the extent to which you believe them to be True or False.

Level of trust in organic labeling practices

■ Very high
 ■ Somewhat high
 ■ Somewhat low
 ■ Very low
 % Don't know/not sure

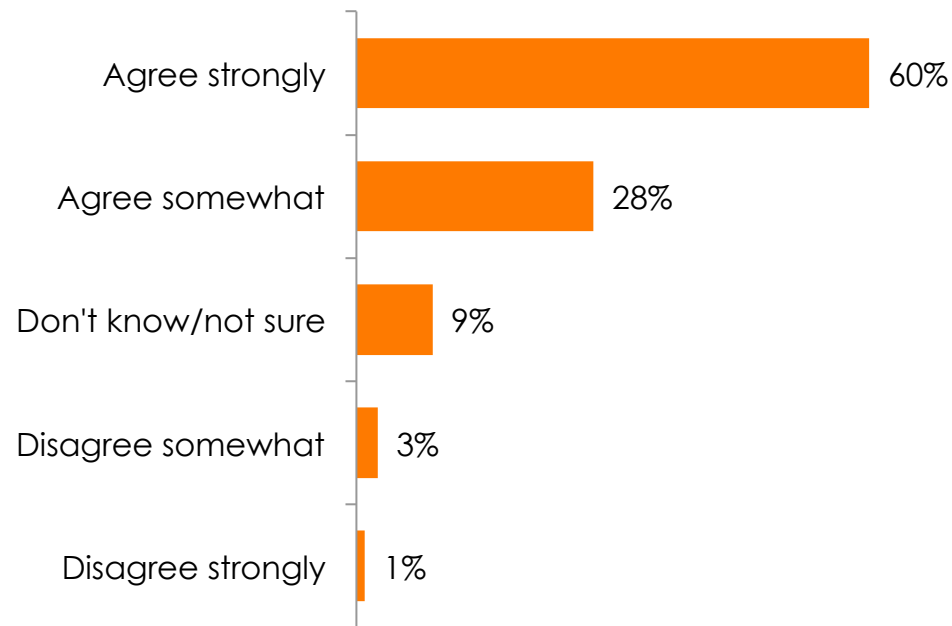


Q6. How would you rate your overall level of trust that the following elements of organic labeling for non-foods and services are being enforced?



Need for a government regulated certification process for organic non-food products and services

“A certification process such as is used by the USDA to oversee and enforce the labeling of organic foods should also be used to oversee and enforce the labeling of organic non-food products and services such as shampoo, mattresses, and dry-cleaning.”



Q7. How strongly do you agree or disagree with the following statement?

Comments supporting government regulation and certification of organic non-food products and services

→ Comments below appear as originally provided by respondents, and as a result may contain spelling, grammatical, or typographical errors.

- *“The certification process used by the USDA to oversee and enforce the labeling of organic and non organic products and services should also be used to oversee and enforce the labeling of all organic and non organic products and services because: 1) the consumer's health & safety is at stake and 2) consumers pay their taxes to appoint government agencies to regulate these matters under the law!!! “*
- *“Any product that uses the organic stamp should be held to the same standards. People should be able to trust that the same procedures are being used across the board. “*
- *“Some people will buy only things labeled organic. Sometimes, organic is more expensive. If you can label any item as organic, you are false advertising, and ripping off the consumer.”*
- *“I agreed strongly because I would love that the same organization that sets the standards for what qualifies as organic to do so for other non food products and services.”*
- *“why should our food be any different than things we put on our bodies? What we put on our bodies are absorbed into our blood through our skin thus effecting us the same as if we ingest something.”*
- *“if it is labeled organic, it must be certified, inspected & proven so that we as consumers can trust it to be true.”*
- *“So far, I trust USDA certifications. In order to trust that non-food products are organic, I would like to know the same process is used, to certify.”*
- *“Both categories of products affect health & environment therefore they should be be regulated in the same manner.”*
- *“Consumers need to trust that there are standards on the organic label for non food products.”*

Q8. Reasons for agreeing that government certification should also be used to oversee and enforce the labeling of organic non-food products and services.



Demographics Summary

Age:		Race:		Hispanic:	
Under 18	0%	White	76%	No, not of Hispanic, Latino or Spanish origin	84%
18 to 34 years	35%	Black or African-American	7%	Yes, Mexican, Mexican American, Chicano	6%
35 to 54 years	55%	American Indian or Alaskan Native	1%	Yes, Puerto Rican	2%
55 years or older	10%	Asian Indian	1%	Yes, Cuban	1%
Decline to answer	1%	Chinese	2%	Yes, other Hispanic, Latino or Spanish origin	4%
Sex:		Filipino	1%	Decline to answer	4%
Male	2%	Other Asian	1%		
Female	97%	Japanese	1%		
Decline to answer	1%	Other race	6%		
Marital Status:		Decline to answer	5%	Income:	
Now married	66%	Education:		Less than \$15,000	7%
Never married	9%	Less than high school	0%	\$15,000 to \$24,999	9%
Divorced/Separated/Widowed	10%	Some high school	1%	\$25,000 to \$29,999	5%
Living with a significant other	13%	High school graduate or equivalent	16%	\$30,000 to \$34,999	6%
Decline to answer	2%	Some college but no degree	29%	\$35,000 to \$49,999	14%
Number of children:		College graduate	35%	\$50,000 to \$74,999	20%
I am expecting my first	1%	Some graduate school, but no degree	3%	\$75,000 to \$99,999	11%
0	7%	Graduate school	13%	\$100,000 to \$124,999	7%
1	23%	Decline to answer	2%	\$125,000 to \$149,999	3%
2	36%	Employment:		\$150,000 to \$199,999	3%
3	19%	Employed full time	34%	\$200,000 to \$249,999	1%
4	8%	Employed part time	20%	\$250,000 or more	1%
5	3%	Retired	4%	Decline to answer	14%
6	1%	Not employed, but looking for work	6%		
More than 6	1%	Student	2%		
Decline to answer	2%	Do not work	31%		
		Decline to answer	3%		



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Open-ended comments, by response to Question 9 regarding the need for a government regulated certification process for organic non-food products and services.

Q9 response = "Agree strongly" (60%)		
Number	Response Date	Response Text
1	Oct 10, 2016 1:40 AM	I think that then they shouldn't be allowed to say it's organic and label and charge more for it.
2	Oct 10, 2016 1:18 AM	I think everything that is considered organic should be monitored and approved that is really is organic.
3	Oct 9, 2016 11:59 PM	Organic should mean the same no matter what product it is.
4	Oct 9, 2016 11:55 PM	I want the things that touch my skin to be natural
5	Oct 9, 2016 11:18 PM	The certification process used by the USDA to oversee and enforce the labeling of organic and non organic products and services should also be used to oversee and enforce the labeling of all organic and non organic products and services because: 1) the consumer's health & safety is at stake and 2) consumers pay their takes to appoint government agencies to regulate these matters under the law!!!
6	Oct 9, 2016 10:38 PM	I think it is a great idea.
7	Oct 9, 2016 9:04 PM	If you want to make the organic claim, then you need to meet the certification
8	Oct 9, 2016 7:44 PM	I feel we have a right to know what's in these products, and there should be standards and regulations enforced.
9	Oct 9, 2016 6:44 PM	If items are claiming to be organic they need to be regulated no matter what that item is.
10	Oct 9, 2016 6:30 PM	So I know what I'm getting is regulated and really is organic
11	Oct 9, 2016 6:24 PM	Organic should mean organic...there should not be two different standards
12	Oct 9, 2016 6:18 PM	Need that verification
13	Oct 9, 2016 5:53 PM	I think it should pertain to all products that are labeled certified organic
14	Oct 9, 2016 4:00 PM	We need to know what we're bringing into our homes and putting into our environment
15	Oct 9, 2016 3:55 PM	So many people are naive to what products are actually organic. I think almost any company can say that they're organic if they use just a portion of organic in the making.
16	Oct 9, 2016 3:54 PM	Why should people be able to label something organic if it isn't organic?
17	Oct 9, 2016 3:11 PM	The label is meaningless without standardized meaning
18	Oct 9, 2016 2:25 PM	everything organic should be held by the same standards
19	Oct 9, 2016 2:17 PM	If the product is truly organic it should be labeled as such. The usda does not want organic though . They are in the sickness business and bigg money schemes
20	Oct 9, 2016 1:38 PM	Everything we consume should be held to high standards and the process and ingredients should be transparent.
21	Oct 9, 2016 1:21 PM	No one should have to question if a product is organic or not period. Although I'm not so sure that the USDA is on the up and up. I prefer to buy locally and sustainably and from people I know and trust
22	Oct 9, 2016 1:01 PM	What we use on our body is just as important as what we put in our body. This should include no food products!
23	Oct 9, 2016 12:52 PM	It should be labeled correctly
24	Oct 9, 2016 12:08 PM	There needs to be regulations in place with the government regarding organic items
25	Oct 9, 2016 12:08 PM	Both categories of products affect health & environment therefore they should be regulated in the same manner.
26	Oct 9, 2016 11:35 AM	should be the same standards applied
27	Oct 9, 2016 7:59 AM	For transparency
28	Oct 9, 2016 6:10 AM	Because there should be truth to the labeling
29	Oct 9, 2016 5:49 AM	because I agree
30	Oct 9, 2016 5:41 AM	If it's organic, it should be clarified and certified equally.
31	Oct 9, 2016 5:08 AM	still chemicals going into our body
32	Oct 9, 2016 5:02 AM	People can claim one thing or item used in the process is organic there for saying that the whole thing is organic and not being true
33	Oct 9, 2016 4:50 AM	I want them to be made to tell the truth about their product.
34	Oct 9, 2016 4:46 AM	Should be honestly organic
35	Oct 9, 2016 4:33 AM	It should go through the regulations to get the label
36	Oct 9, 2016 3:52 AM	i think we should know also its organic.

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Q9 response = "Agree strongly" (60%)		
Number	Response Date	Response Text
37	Oct 9, 2016 3:33 AM	Consumers need to trust that there are standards on the organic label for non food products.
38	Oct 9, 2016 3:28 AM	To make sure everything is good
39	Oct 9, 2016 3:27 AM	I think it should be thoroughly investigated.
40	Oct 9, 2016 3:26 AM	all things/items that is undergoing a certification process should be held to the highest standard - no matter the item. be it fruit, or window cleaner.
41	Oct 9, 2016 3:23 AM	I want to know that I can trust that it is what it says it is.
42	Oct 9, 2016 3:10 AM	If it's truly organic the product should be held to the same standards as food products
43	Oct 9, 2016 3:07 AM	It's good to have a process in place to keep things honest.
44	Oct 9, 2016 3:00 AM	There needs to be a universal system to oversee the labeling and enforcement as a priority for organic non foods and services just as there is for food products.
45	Oct 9, 2016 2:25 AM	For trust and integrity
46	Oct 9, 2016 2:16 AM	Should be the same organization with the same rules
47	Oct 9, 2016 2:12 AM	Food is most important as we consume it, but secondly yes, this should be checked & regulated
48	Oct 9, 2016 2:10 AM	Its hard to believe them.
49	Oct 9, 2016 1:41 AM	WE need this certification process to help avoid companies who abuse the use of the term "organic" through green washing.
50	Oct 9, 2016 1:40 AM	Because it is much safer for the enviornment
51	Oct 9, 2016 1:38 AM	Otherwise how as a consumer can we be certain the product is what it says sorry to say there are a lot of dishonest people out there.
52	Oct 9, 2016 1:33 AM	Just do
53	Oct 9, 2016 1:08 AM	Organic products, whether consumed orally or topically applied, should have the same enforced labeling.
54	Oct 9, 2016 1:05 AM	if you are paying for organic you should be assured it is such
55	Oct 9, 2016 1:04 AM	If there is no regulatory body to hold companies to the standards required, there are more companies then not that would take advantage of this and everything and anything cold be inappropriately labeled.
56	Oct 9, 2016 12:44 AM	as it is, most non-food products are assumed safe because the companies tell the government that they are. I find that very scary. any way in which i could be assured of the ingredients in a product, would make me more likely to buy that product.
57	Oct 9, 2016 12:29 AM	need to know
58	Oct 9, 2016 12:21 AM	Of course. Consumers do not want to be lied to.
59	Oct 9, 2016 12:16 AM	To verify the level of consistency with all products whether it be organic foods or non-food products. Measurement of validity should come from one source unless that source is proven to be unreliable.
60	Oct 8, 2016 11:59 PM	Need a govt agency to prevent false claims
61	Oct 8, 2016 11:38 PM	none
62	Oct 8, 2016 11:28 PM	I feel that non organic foods should be held at its most high standards. We have a right to know what we are eating and that we are eating healthy.
63	Oct 8, 2016 11:22 PM	The standard should mean the same no matter what product.
64	Oct 8, 2016 11:15 PM	i read it from usda website
65	Oct 8, 2016 11:13 PM	you can not brr positive is organic
66	Oct 8, 2016 11:02 PM	why buy organic if it isnt
67	Oct 8, 2016 10:47 PM	Any product with chemicals should be regulated and approved
68	Oct 8, 2016 10:36 PM	Non food products come in contact with our skin, and the air we breathe. Why shouldn't they have codes and restrictions if we choose to buy them organic?
69	Oct 8, 2016 10:34 PM	I think if anything is going to have the organic label on it, then it should be overseen that these companies are abiding by the rules in order to do so.
70	Oct 8, 2016 10:33 PM	I think that the term "organic" should be required to meet specified standards across the board.
71	Oct 8, 2016 10:24 PM	Both should have the same requirement
72	Oct 8, 2016 10:06 PM	If you are going to take responsibility then take 100% of it.
73	Oct 8, 2016 9:52 PM	If organic foods are held to a higher standard, then organic non-food items should be held to that same standard to be fair.

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Q9 response = "Agree strongly" (60%)		
Number	Response Date	Response Text
74	Oct 8, 2016 9:46 PM	I would like to hope its enforced
75	Oct 8, 2016 9:34 PM	I feel there should be a process to prove that the products are actually organic. I once bought a product that made the claim yet when I looked up the ingredients, they were not all organic.
76	Oct 8, 2016 9:19 PM	I think we should know what is in our products!
77	Oct 8, 2016 9:13 PM	So that consumers can understand and that they know about what's in the product they're buying
78	Oct 8, 2016 9:05 PM	I'd like a little more verification that an organic product followed a minimum set of requirements to put organic on their label.
79	Oct 8, 2016 8:53 PM	Should be treated in the same fashion
80	Oct 8, 2016 8:53 PM	Keep it consistent. Services and other goods should fall under the same standards.
81	Oct 8, 2016 8:45 PM	I believe they currently do this already in enforcing the proper labeling of products.
82	Oct 8, 2016 8:39 PM	Someone needs to make sure it is legit
83	Oct 8, 2016 8:34 PM	I just think it should be
84	Oct 8, 2016 8:33 PM	without enforcement, reliability is uncertain
85	Oct 8, 2016 8:31 PM	These things touch our skin, or hair, both of which absorb chemicals, and I have no idea what chemicals could be in these things.
86	Oct 8, 2016 8:29 PM	both should be enforced
87	Oct 8, 2016 8:28 PM	Everything should be checked and double checked
88	Oct 8, 2016 8:25 PM	A certified product is more trustworthy.
89	Oct 8, 2016 8:22 PM	i want to know there are no hidden chemicals in the items i buy
90	Oct 8, 2016 8:22 PM	i strongly agree. there. explained it.
91	Oct 8, 2016 8:04 PM	I would be very concerned if the government cared more or less about apples to cleaning products. It should be universal.
92	Oct 8, 2016 7:58 PM	I believe the same standards should be used across the board for all organic products.
93	Oct 8, 2016 7:57 PM	same term; same standards
94	Oct 8, 2016 7:52 PM	Every certification, food or not, needs to be inspected and enforced or else the certification will be taken advantage of.
95	Oct 8, 2016 7:52 PM	Transparency is key. Consumers should be able to know exactly what organic on non-food items entails and if they are as rigorous as organic food items. Important to know that it isn't the equivalent to "natural" as in food items
96	Oct 8, 2016 7:49 PM	To have this important label someone should be making sure it's true
97	Oct 8, 2016 7:48 PM	"Organic" should not simply be a marketing ploy, but an identifying marker of better quality.
98	Oct 8, 2016 7:44 PM	Same as for food we eat we use the other stuff on are bodies.
99	Oct 8, 2016 7:38 PM	If its truly organic it should have the same standards all around
100	Oct 8, 2016 7:37 PM	There needs to be checks and balances in place.
101	Oct 8, 2016 7:33 PM	This way you know what you are buying.
102	Oct 8, 2016 7:29 PM	if I pay the higher price to have it organic , I want to be 100% it is!
103	Oct 8, 2016 7:29 PM	non food items are just as toxic to the human and animal system
104	Oct 8, 2016 7:28 PM	It makes it more secure.
105	Oct 8, 2016 7:21 PM	Why shouldn't it be regulated False advertising isn't fun for the consumer
106	Oct 8, 2016 7:15 PM	Any products labeled "organic" should be verifiable.
107	Oct 8, 2016 7:15 PM	It should be certified
108	Oct 8, 2016 7:06 PM	I believe there should be consequences for companies who claim to be organic yet have synthetic or chemically altered ingredients.
109	Oct 8, 2016 7:03 PM	We need to know the truth, no matter the product!
110	Oct 8, 2016 7:01 PM	Just because these things would cost more so i think it's only right that there should be a stricter process to ensure that it's truly organic
111	Oct 8, 2016 7:00 PM	No one should be allowed to label anything, food or non-food items as organic without strict USDA guidelines.
112	Oct 8, 2016 6:52 PM	If it is not certified then it might not be true.

Moms Meet OTA for FTC Attitudes and Behaviors Survey, October 5 – 10, 2016

Q9 response = "Agree strongly" (60%)		
Number	Response Date	Response Text
113	Oct 8, 2016 6:50 PM	There needs to be some oversight, otherwise any company can say their product is organic even if it isn't. That's just not right.
114	Oct 8, 2016 6:45 PM	it is hoiw i feek
115	Oct 8, 2016 6:43 PM	It just seems very accurate
116	Oct 8, 2016 6:38 PM	These are products used next to your skin so just as important to your health as what you eat
117	Oct 8, 2016 6:35 PM	All products LA eled organic should be enforced. People want to be safe and healthy not only with what they put in their body, but with the products they use in the outside of their body as well.
118	Oct 8, 2016 6:35 PM	For pesticides or chemicals
119	Oct 8, 2016 6:35 PM	I believe in not using chemicals but natural ingredients.
120	Oct 8, 2016 6:31 PM	I want to know I can trust food and non food items the same. My beliefs about organics don't change with each product.
121	Oct 8, 2016 6:31 PM	Anything that claims to he organic should most definitely be put through the strictest enforcement measures to ensure authenticity that the products that claim to be organic are indeed correct and the consumers and not misled and pay for something that was false advertising
122	Oct 8, 2016 6:30 PM	Things get passed on to easily
123	Oct 8, 2016 6:28 PM	Anything labeled organic should be held to the same standards.
124	Oct 8, 2016 6:25 PM	Ton avoid unnecessary chemicals
125	Oct 8, 2016 6:24 PM	as it will be fair on every body's part
126	Oct 8, 2016 6:21 PM	Whomever enforces the rules and regulations for organic foods should also do the same for organic textiles and such.
127	Oct 8, 2016 6:20 PM	If any non-food product can be labeled organic then I can't trust any of them! So to be held accountable by a government entity would ensure they met certain qualifications for that label on their product.
128	Oct 8, 2016 6:19 PM	It is important to have a standard that keeps claims reliable and inspection do just that
129	Oct 8, 2016 6:17 PM	I know that the USDA Seal comes with a lot of paperwork and follow through which makes it harder for companies to get away with potentially harmful things slipping through the cracks,
130	Oct 8, 2016 6:16 PM	GOOD FOR THE GOOSE GOOD FOR THE GANDER
131	Oct 8, 2016 6:14 PM	For all the same reasons as food. For the environment, for our health and to support small farmers
132	Oct 8, 2016 6:12 PM	Everything needs to have a universal standard. We need to take care of what we put on our bodies.
133	Oct 8, 2016 6:08 PM	If the labeling process is not regulated, it is meaningless.
134	Oct 8, 2016 6:06 PM	Organic can be different to others
135	Oct 8, 2016 6:04 PM	If companies are going to say organic, I think the USDA should make them adhere to the same as any food companies.
136	Oct 8, 2016 6:03 PM	Everyone need someone to make sure they are doing what they say.
137	Oct 8, 2016 5:58 PM	THIS SHOULD APPLY TO ALL PRODUCTS THAT ARE LABELED ORGANIC
138	Oct 8, 2016 5:57 PM	People need to know what goes into any product.
139	Oct 8, 2016 5:55 PM	people should know
140	Oct 8, 2016 5:55 PM	We should be able to trust the validity of labels.
141	Oct 8, 2016 5:55 PM	much like the restaurant rating systems of A, B, F, etc., I believe that an organization should have accountability and that placeholders should be in effect to ensure that their products meet the labeling requirements.
142	Oct 8, 2016 5:54 PM	Los productos orgánicos son saludables y seguros 100%
143	Oct 8, 2016 5:48 PM	Just because a company says that it is organic or USDA approved doesn't necessarily mean so
144	Oct 8, 2016 5:41 PM	If they are going to label their products as organic there should be someone to test and make sure that that standard is reliable and accurate
145	Oct 8, 2016 5:40 PM	It's very important to me and my family
146	Oct 8, 2016 5:40 PM	There should be a level playing field if consumers are paying more for an organic product of any type they should all be held to the same standards.
147	Oct 8, 2016 5:39 PM	I REALLY LIKE THIS

Moms Meet OTA for FTC Attitudes and Behaviors Survey, October 5 – 10, 2016

Q9 response = "Agree strongly" (60%)		
Number	Response Date	Response Text
148	Oct 8, 2016 5:33 PM	just because it isn't food doesn't mean it should have the same rules
149	Oct 8, 2016 5:30 PM	I agree that it should have the same rules,laws and regulations.
150	Oct 8, 2016 5:30 PM	Safety is important toxins can enter our foods and products at any manufacturing levels. There needs to be proper enforcement of wrong doings, mislabeled, and mishandling to ensure its organic qualification
151	Oct 8, 2016 5:29 PM	I don't really trust the government and their policies with organics, but if it interacts with the human body (which nearly everything does) we should have organic certification.
152	Oct 8, 2016 5:22 PM	So there is no artificial coloring or scents in products or non organic ingredients added.
153	Oct 8, 2016 5:19 PM	The standards should be the same across the board, why would it be any different based on product? All organic products should certified
154	Oct 8, 2016 5:16 PM	Everything should have transparency, we should not have to pay for that. Everything should be disclosed not only when an issue arises.
155	Oct 8, 2016 3:41 PM	there is no reason in this day and age for any product whether organic or not to be unsafe
156	Oct 8, 2016 2:10 PM	The label carries a strong message that should be consistent throughout certification.
157	Oct 8, 2016 1:54 PM	We need to know are products were are using are organic and chemical free
158	Oct 8, 2016 7:15 AM	I think if it's labeled organic, it should be. It's misleading to consumers and not fair.
159	Oct 8, 2016 2:43 AM	They should have the same standards as the food.
160	Oct 8, 2016 2:15 AM	If it is going to be labeled Organic then it should be overseen by the USDA.
161	Oct 8, 2016 12:23 AM	I feel like many people buy based on the fact it says organic so everything that is labeled organic should adhere to the same policies and procedures to get that label so it wont confuse and trick the consumer.
162	Oct 7, 2016 10:10 PM	It would be appropriate
163	Oct 7, 2016 6:13 PM	That is the only way to know for certain.
164	Oct 7, 2016 5:03 PM	To me, organic means that the product or product ingredients have no additional chemical processing. It's clean, natural as if I had made it in my own kitchen.
165	Oct 7, 2016 4:57 PM	I believe it is false advertising and manipulative to not regulate these products.
166	Oct 7, 2016 3:47 PM	I believe there should be a universal standard for labeling any products organic
167	Oct 7, 2016 2:18 PM	We should know what we are buying. If we are paying higher prices, it should be for the quality and organic product.
168	Oct 7, 2016 11:09 AM	Organic is the newest buzzword. People equate organic with healthy. Marketing takes advantage of this and sneaks the word organic everywhere it can legally. I have never seen organic non food items labeled with the usda seal. So many times, I don't believe the company's claim
169	Oct 7, 2016 7:39 AM	Generally there should be an independent govt. body for such credentials
170	Oct 7, 2016 7:19 AM	You should be able to trust that it is certified organic.
171	Oct 7, 2016 6:55 AM	I believe all companies should be regulated to the standards of the USDA or other agencies
172	Oct 7, 2016 6:05 AM	they should adhere to the same standards
173	Oct 7, 2016 4:56 AM	Its just as important if I'm using it for my family
174	Oct 7, 2016 4:26 AM	its all or our future health
175	Oct 7, 2016 4:16 AM	It would make the product more trustworthy
176	Oct 7, 2016 3:28 AM	Yes. Enforcing label will help us pick which items are organic and do not have toxins in them no matter if they are non food items.
177	Oct 7, 2016 3:26 AM	As retailers we need to trust that if a product says it's organic we need someone regulating to make sure it's true.
178	Oct 7, 2016 3:23 AM	Personal care products, home products, and services can and usually contain / use toxic ingredients and harsh chemicals, so that it is good to identify the safe, non-toxic options available to us as consumers.
179	Oct 7, 2016 2:56 AM	To make sure all products are safe
180	Oct 7, 2016 1:53 AM	Ty
181	Oct 7, 2016 1:31 AM	They have to notify all individuals of what items are included in products for our safety.
182	Oct 6, 2016 11:38 PM	The same standards of tests should apply to both organic and not organic products/services/goods.
183	Oct 6, 2016 11:30 PM	organic should be the same

Moms Meet OTA for FTC Attitudes and Behaviors Survey, October 5 – 10, 2016

Q9 response = "Agree strongly" (60%)		
Number	Response Date	Response Text
184	Oct 6, 2016 11:28 PM	So they can not just put organic labels on whatever they want even though it is not organic organic stuff takes more time and care to produce
185	Oct 6, 2016 10:28 PM	I believe they usda should be a lot more strict in what they consider organic and not organic because many people live by the organic way
186	Oct 6, 2016 9:31 PM	Its totally true
187	Oct 6, 2016 9:24 PM	Because you never know whats in some stuff.
188	Oct 6, 2016 9:03 PM	Would make things easier
189	Oct 6, 2016 8:23 PM	just do
190	Oct 6, 2016 8:21 PM	If we are to truly have a defined organic quality then we need clarification and enforcement of adherence.
191	Oct 6, 2016 8:14 PM	Without some sort of standard and enforcement, a label is useless.
192	Oct 6, 2016 8:01 PM	I feel mom grocery organic items should have the same steps to being labeled to organic
193	Oct 6, 2016 8:00 PM	The same process to label and be noted os organic should be across the board, and no exceptions. A company can't deceive its potential customers to intentionally cause harm just to earn a buck.
194	Oct 6, 2016 7:19 PM	If something is going to be labeled as organic thus forcing a higher price it should be guaranteed
195	Oct 6, 2016 6:52 PM	Certified organic is the only way we know for sure that the product is truly organic.
196	Oct 6, 2016 6:11 PM	There needs to be a government standard on non-food products to be labeled as organic. Companies should be regulated in this industry as well.
197	Oct 6, 2016 5:58 PM	Its a need to know for consumers
198	Oct 6, 2016 5:47 PM	protect our families
199	Oct 6, 2016 4:37 PM	na
200	Oct 6, 2016 4:07 PM	Because no matter what we need to know what we use on and in our body we have the right to know
201	Oct 6, 2016 3:52 PM	Everything that is sold to the public should be thoroughly inspected by the USDA for any reason.
202	Oct 6, 2016 3:47 PM	To ensure the claims are real and True
203	Oct 6, 2016 3:27 PM	If a company wants to use term "organic" they should be ready and willing to prove it. Some consumers blindly believe a product labeled "organic" is trully organic. Most people have no way of knowing the honesty/truth of a company's claim or finding out information for themselves.
204	Oct 6, 2016 3:17 PM	Someone needs oversight of industry and claims
205	Oct 6, 2016 3:01 PM	If it's organic the process should be the same. I also believe that it shouldn't cost as much to certify organic, but the labels should have to name what pesticides are used on non-organic.
206	Oct 6, 2016 2:55 PM	Everything should be regulated
207	Oct 6, 2016 2:43 PM	The consumer has to hope & put their trust in certification
208	Oct 6, 2016 2:27 PM	I think it needs to be clearly stated
209	Oct 6, 2016 2:14 PM	Quality assurance and quality control should happen in consumer products across the board.
210	Oct 6, 2016 1:56 PM	It's important for the organic label to mean something. Without regulations that are enforced to apply the label, it loses its meaning.
211	Oct 6, 2016 1:55 PM	organic should mean organic
212	Oct 6, 2016 1:45 PM	It's only fair they have the same standards.
213	Oct 6, 2016 1:31 PM	I think the certification process should be the same for all organic items whether they're food or products. Even though you don't ingest products, you are still putting them on your skin and body which absorbs it. Also, services should be certified.
214	Oct 6, 2016 1:13 PM	I think things you put on your body such as shampoo should be regulated just like food is.
215	Oct 6, 2016 1:02 PM	We need to keep our children safe
216	Oct 6, 2016 12:27 PM	they should follow the same guidelines
217	Oct 6, 2016 12:18 PM	Anything labeled as organic must hold to certain standards
218	Oct 6, 2016 11:32 AM	I believe there is a lot of crossover with chemicals in the body; not just via oral ingestion & think these need monitoring.
219	Oct 6, 2016 11:16 AM	I would like to feel that I can trust the claims of the product that I am purchasing. Non-food

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Q9 response = "Agree strongly" (60%)		
Number	Response Date	Response Text
		products should be held to the same truth in advertising standards.
220	Oct 6, 2016 10:44 AM	na
221	Oct 6, 2016 10:36 AM	I think that they really look into products to make sure that they are safe to use
222	Oct 6, 2016 9:56 AM	To be labeled organic, I think everything should go through some sort of certification before they can make that claim
223	Oct 6, 2016 8:55 AM	Non food organic items are just as important in our homes as what we eat!
224	Oct 6, 2016 8:12 AM	Unless there is a certification process, there's no way of knowing whether something REALLY is organic!
225	Oct 6, 2016 7:51 AM	I need to know if an organic non food product us realy organic.
226	Oct 6, 2016 7:30 AM	There are many non food products that are labeled organic that should be regulated and certified either by the government or an independent organization that has strict standards and that can verify
227	Oct 6, 2016 7:26 AM	It would be nice to know they are actually what they claim to be.
228	Oct 6, 2016 6:23 AM	With the organic label on food comes a higher price and it's the same with non-food items. So there should be a strict enforcement of rules and regulations for those products. Plus some people have to use organic products for health reasons so if a company is just using the label to sell more or make the prices higher that could really make someone sick.
229	Oct 6, 2016 6:15 AM	Fda has strict regulations
230	Oct 6, 2016 6:13 AM	If it isn't going to be enforced couldn't anyone just go willy nilly and label whatever they wanted because it was a little bit true or mostly true.
231	Oct 6, 2016 5:08 AM	I want to know I can trust what I'm buying
232	Oct 6, 2016 4:49 AM	would be the right thing to do
233	Oct 6, 2016 4:45 AM	I don't believe that any product should be able to claim itself to be organic if it's not
234	Oct 6, 2016 4:41 AM	If it's truly organic then I believe it should be label organic.
235	Oct 6, 2016 4:33 AM	to make sure it is organic
236	Oct 6, 2016 4:31 AM	The USDA has a process of inspection for the public's safety. To maintain a high standard of products.
237	Oct 6, 2016 4:18 AM	If it goes IN your body or ON your body claiming organic should be held to the same standard
238	Oct 6, 2016 4:04 AM	Anybody can label something organic. All labels should be overseen.
239	Oct 6, 2016 4:02 AM	they must make sure that consumers/taxpayers are not being lied to.
240	Oct 6, 2016 3:49 AM	easier to understand
241	Oct 6, 2016 3:38 AM	Any product even if it is not food should be certified before labeling it organic. If not, it will be abused and consumers will be mislead.
242	Oct 6, 2016 3:33 AM	I think it should have to be certified organic to have "organic" written on the label. Organic is a word that carries some weight in a good way, so if I'm spending my money on better quality items I want to be 100% sure what I'm getting is what I'm paying for.
243	Oct 6, 2016 3:28 AM	Everything that is considered organic should have a label.
244	Oct 6, 2016 3:20 AM	It will increase the level of trust when purchasing organic products.
245	Oct 6, 2016 3:08 AM	If something is given an organic label it should be regulated by someone.
246	Oct 6, 2016 2:57 AM	too many companies are dishonest sadly we need soeone to police the crooks
247	Oct 6, 2016 2:54 AM	I agree
248	Oct 6, 2016 2:48 AM	People have sensitive skin
249	Oct 6, 2016 2:46 AM	if it says organic then it needs to be enforced
250	Oct 6, 2016 2:44 AM	If everything is held to the same standard I believe the world would be a better place and people would be alot less sicker.i believe all the growth hormones and pesticides and everything else in our products these days are the reason our world is getting sicker. I cancer,tumors, obesity etc.
251	Oct 6, 2016 2:41 AM	I just think that people should know what they r buying
252	Oct 6, 2016 2:34 AM	usda needs to make sure that any product using the organic label is following correct procedures
253	Oct 6, 2016 2:33 AM	so that we know for sure that items are organic
254	Oct 6, 2016 2:31 AM	If a product is using a regulated term, like organic, then it should be verified that the product contains only ingredients that are allowed by that term.

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Q9 response = "Agree strongly" (60%)		
Number	Response Date	Response Text
255	Oct 6, 2016 2:12 AM	Going green or labeling something organic isn't a brand, it's a way of living. All things organic should all be tested at the highest quality no matter if it's food/beverage, cleaning products/laundry detergent or clothing.
256	Oct 6, 2016 2:03 AM	So the consumer can trust what they're buying is actually organic.
257	Oct 6, 2016 2:02 AM	Labeling of organic non-food products and services would also help us be more conscious of what we are buying or what we are using. It would make me feel safer on what I'm bringing into my home and using on my children and myself.
258	Oct 6, 2016 1:44 AM	No one should be allowed to claim a false label or misrepresent themselves to consumers
259	Oct 6, 2016 1:40 AM	I believe it is true
260	Oct 6, 2016 1:24 AM	na
261	Oct 6, 2016 1:17 AM	Same label same responsibility
262	Oct 6, 2016 1:13 AM	Yes, because it would be false advertisement and I wouldn't want to buy something that is not organic but is labeled as "organic".
263	Oct 6, 2016 1:09 AM	If something is going to be labeled organic, whether it be food or non-food, it needs to adhere to the same standards.
264	Oct 6, 2016 1:05 AM	My reason is that every item will have to pass through the same process and have the same "rules"
265	Oct 6, 2016 12:54 AM	the consumer needs to be able to tell exactly what organic means for these products
266	Oct 6, 2016 12:40 AM	All products which claim to be organic should abide most of not all rules or regulations
267	Oct 6, 2016 12:34 AM	Yes
268	Oct 6, 2016 12:26 AM	Then you can trust the label
269	Oct 6, 2016 12:11 AM	It should be the same process for organic labeling, regardless if it's food or non-food
270	Oct 6, 2016 12:04 AM	usda need teeth in enforcement
271	Oct 6, 2016 12:01 AM	I think that organics products or non products will be certificated that no proof on animals or using chemicals
272	Oct 5, 2016 11:54 PM	yes
273	Oct 5, 2016 11:44 PM	no
274	Oct 5, 2016 11:39 PM	It should be standard practice that if it's organic it's certified organic, same as food
275	Oct 5, 2016 11:35 PM	Whether it's food or non-food products. A certification process should be required and enforced.
276	Oct 5, 2016 11:32 PM	If you are paying more for what to believe is organic, you should get what you pay for
277	Oct 5, 2016 11:24 PM	Organic anything should be overseen and regulated to verify that it is truly organic.
278	Oct 5, 2016 11:24 PM	These products need to be regulated and enforced to a standard of practice that is believable
279	Oct 5, 2016 11:21 PM	I highly agree because we want that same trust in all of our products
280	Oct 5, 2016 11:15 PM	I think the consumer would be more informed of their purchases.
281	Oct 5, 2016 11:14 PM	na
282	Oct 5, 2016 11:12 PM	we need healthier products!!!
283	Oct 5, 2016 11:09 PM	it should be the same
284	Oct 5, 2016 11:09 PM	For the health and safety concerns of people who are interested in being safe from a bombardment of chemicals
285	Oct 5, 2016 11:07 PM	I believe everything that we eat or use should be inspected thru usda
286	Oct 5, 2016 11:03 PM	I just think all products should be inspected by the USDA before they are sold to the public.
287	Oct 5, 2016 11:03 PM	We are still using them on our bodies or in our homes, so therefore should be regulated/certified the same.
288	Oct 5, 2016 11:02 PM	I assume
289	Oct 5, 2016 11:01 PM	would feel safer if all products were organic
290	Oct 5, 2016 10:54 PM	All things should be certified.
291	Oct 5, 2016 10:53 PM	There is too much leeway in labels. There should be a strict standard that all Organic products must adhere to.
292	Oct 5, 2016 10:50 PM	I would think they would have the same regulations and enforcement if they are claiming to be organic
293	Oct 5, 2016 10:47 PM	I feel that every thing "organic" should be tested and inspected to ensure that it is organic. It is not safe to just bypass this and let people think that they are getting something organic when

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Q9 response = "Agree strongly" (60%)		
Number	Response Date	Response Text
		they clearly may not be. It would feel a lot like false advertising. People depend on having things organic for many reasons: allergies, skin irritations/sensitivities, comfort & all sorts of reasons. It is imperative that organic truly be organic & enforced to ensure that it is made organic properly...
294	Oct 5, 2016 10:43 PM	The government will only certified the best...we trust that
295	Oct 5, 2016 10:41 PM	Textiles and other non food ,organics should have high standards that they need to follow.
296	Oct 5, 2016 10:41 PM	If you pay the higher price for Organic, then it truly should be Organic.
297	Oct 5, 2016 10:40 PM	i buy everything with usda
298	Oct 5, 2016 10:38 PM	I would feel better about buying organic products and most likely buy more if I could be certain they passed a standard certification process run by a non partial government agency.
299	Oct 5, 2016 10:37 PM	To put a claim on a product label to mislead the public and only make money off those who care to buy organic is wrong. They need to prove their practices and label products accurately
300	Oct 5, 2016 10:27 PM	just in case this is all that a person could use specifically
301	Oct 5, 2016 10:23 PM	I think non food items and services should be regulated just as much as food in terms of organic certification.
302	Oct 5, 2016 10:13 PM	Its important
303	Oct 5, 2016 10:11 PM	It should go for both products just in case a person can't purchase the organic one
304	Oct 5, 2016 10:10 PM	It's only logical.
305	Oct 5, 2016 10:05 PM	it should be verified
306	Oct 5, 2016 10:02 PM	There should be the same procedure for everything so as to maintain true organic.
307	Oct 5, 2016 10:01 PM	Just common sense.
308	Oct 5, 2016 10:01 PM	any product labeled as organic should have some kind of oversight and enforced to insure that the product is indeed organic.
309	Oct 5, 2016 9:58 PM	I think it would be best.
310	Oct 5, 2016 9:56 PM	If I buy an organic product it should go through a checklist by some sort of organization. Otherwise, the term Organic could be a money gimmick since organic costs more. I would also not like if chemicals were included that I did not know about. Lives could be at stake.
311	Oct 5, 2016 9:50 PM	I can trust certificate USDA
312	Oct 5, 2016 9:47 PM	If items are going to fall under that title then I feel the labeling should be the same across the board so the consumer isn't confused.
313	Oct 5, 2016 9:46 PM	????
314	Oct 5, 2016 9:46 PM	The regulation, certification and labeling of non-food organic items and services is important to those of us who wish to extend an eco-friendly environment to all aspects of our daily lives.
315	Oct 5, 2016 9:45 PM	I agree
316	Oct 5, 2016 9:44 PM	You should always be able to know exactly what you're paying for.
317	Oct 5, 2016 9:38 PM	If there isn't a certification process than any company can label their product as organic without it being true.
318	Oct 5, 2016 9:35 PM	I want to know for certain that the products I am buying is organic. Otherwise, there would be no reason to pay the extra cost for a low quality good.
319	Oct 5, 2016 9:33 PM	Organic is organic. Whether it's a product we are putting in our body or using in our home.
320	Oct 5, 2016 9:30 PM	I think they should all be treated the same with the same standards.
321	Oct 5, 2016 9:16 PM	I strongly agree with the statement because the non food products and services can readily use terms that deceive the public. Most of the time, they make their own certifications to sound legit but actually it's nothing but marketing strategy. Consumers like me agree to pay more for products that are less harmful or healthier. That should be strictly regulated by the USDA as well.
322	Oct 5, 2016 9:14 PM	usda should oversee and enforce all labeling of all food and products organic or not
323	Oct 5, 2016 9:11 PM	I think that before you can sell something to the people it should be inspected so we can be sure that all claims made are true.
324	Oct 5, 2016 9:11 PM	Just because food items are stamped with the USDA label doesn't mean non-food items and services shouldn't be either. No one can safely assume that the product/service is ethically and

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Q9 response = "Agree strongly" (60%)		
Number	Response Date	Response Text
		truly organic. We should be able to trust these things like we can with our food.
325	Oct 5, 2016 9:09 PM	Only an enforced and verified certification process can ensure the accuracy of the label.
326	Oct 5, 2016 8:58 PM	We need to know what we're buying is truly organic
327	Oct 5, 2016 8:58 PM	Shampoo, mattresses, etc also affect our health since they are as well used daily.
328	Oct 5, 2016 8:57 PM	If I am going to pay a premium for an organic product, I want to make sure it is truly organic. I don't want to buy something that is labeled organic if I don't know that it truly is organic.
329	Oct 5, 2016 8:54 PM	None of it matters since any product labeled organic does not have to be 100% organic
330	Oct 5, 2016 8:50 PM	If they can oversee and enforce one, they should be able to with the other.
331	Oct 5, 2016 8:48 PM	when people think of organic, they are thinking of a specific set of conditions so that should be adhered to.
332	Oct 5, 2016 8:47 PM	I want all products to have that same labeling, knowing that they are safe to use
333	Oct 5, 2016 8:45 PM	One process you eat what is approved and is very important, the other not as much !
334	Oct 5, 2016 8:42 PM	If we are paying the organic price
335	Oct 5, 2016 8:42 PM	We ought to know what's inside the product to make educated purchases
336	Oct 5, 2016 8:38 PM	The certified organic needs to mean the same thing regardless of the product or those used in a service.
337	Oct 5, 2016 8:38 PM	Yes its important to know what you put in your bodies
338	Oct 5, 2016 8:36 PM	The label will prove the quality of the product.
339	Oct 5, 2016 8:35 PM	Having the USDA oversee and enforce policy's is assuring to me and my children .
340	Oct 5, 2016 8:34 PM	People need to know what their using on their bodies
341	Oct 5, 2016 8:27 PM	If it is deemed organic I feel it should be certified as organic.
342	Oct 5, 2016 8:26 PM	It should be because if we think we are buying it, it should be what it says
343	Oct 5, 2016 8:24 PM	To better ensure our products are safe and organic
344	Oct 5, 2016 8:20 PM	To make sure that all ingredients and materials are organic so that consumers get what they pay for.
345	Oct 5, 2016 8:18 PM	We need strict enforcement
346	Oct 5, 2016 8:16 PM	I think it's necessary to have a control on products that are stating to be organic.
347	Oct 5, 2016 8:15 PM	none
348	Oct 5, 2016 8:15 PM	LOOKING OUT
349	Oct 5, 2016 8:13 PM	There should be the same responsibilities.
350	Oct 5, 2016 8:08 PM	Organic products should all go through a certification process so consumers can feel confident when shopping.
351	Oct 5, 2016 8:07 PM	I think if something says "organic" whether it's food, personal products, clothing, etc. it should mean the same, be inspected the same - that way the customer can always "trust" what they are getting is up to the standards they are buying it under the impression of.
352	Oct 5, 2016 8:07 PM	We should care about the chemicals that any purchaser is exposing themselves too, not just the purchasers that can afford stricter guidelines.
353	Oct 5, 2016 8:07 PM	no chemicals
354	Oct 5, 2016 8:05 PM	I feel that all products should go through rigorous inspection before being allowed to call itself organic.
355	Oct 5, 2016 8:04 PM	I want to know what is in the products that I buy and where they came from
356	Oct 5, 2016 8:03 PM	They must adhere to the strict policies as well.
357	Oct 5, 2016 8:02 PM	If something claims to be organic, it should be regulated, no matter what
358	Oct 5, 2016 8:01 PM	You should not be able to claim something is organic if it is not, having some sort of regulation would make it that companies would have to prove it,
359	Oct 5, 2016 8:01 PM	This will educate the public to know what is really in foods and non foods.
360	Oct 5, 2016 7:57 PM	The standards should be the same across the board so we can trust the companies we buy from.
361	Oct 5, 2016 7:56 PM	People should know truly what they are getting.
362	Oct 5, 2016 7:55 PM	if it says organic it should be
363	Oct 5, 2016 7:54 PM	I feel that someone should see over what companies put into products if they want to be labeled as organic. Simply using one organic ingredient should be permitted to claim the entire product is organic and sell it as such.

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Q9 response = "Agree strongly" (60%)		
Number	Response Date	Response Text
364	Oct 5, 2016 7:53 PM	I believe all items should have a certification process to ensure that what we buy and use is safe for our families and ourselves.
365	Oct 5, 2016 7:52 PM	They should both be certified
366	Oct 5, 2016 7:50 PM	All should be certified correctly
367	Oct 5, 2016 7:48 PM	the exposure to these inorganic items can pose a significant risk if they contain dangerous chemicals.
368	Oct 5, 2016 7:45 PM	its better.
369	Oct 5, 2016 7:42 PM	I believe they should be held to the same standards
370	Oct 5, 2016 7:39 PM	Any item labeled organic should have to be organic and comply with standards of what constitutes organic and so consumers can trust labeling.
371	Oct 5, 2016 7:38 PM	I believe that labels should not be misleading and should be labeled properly
372	Oct 5, 2016 7:36 PM	Because everyone should know what is in the products they are buying
373	Oct 5, 2016 7:35 PM	To prevent false claims
374	Oct 5, 2016 7:28 PM	Los productos orgánicos son los mejores y más saludables. Gracias por existir
375	Oct 5, 2016 7:28 PM	Because products that are labeled organic are not totally organic. Instead they contain some organic ingredients.
376	Oct 5, 2016 7:25 PM	All the above!!
377	Oct 5, 2016 7:22 PM	These items have ingredients that seep into our skin, so why shouldn't they be labeled as such just like organic foods?
378	Oct 5, 2016 7:21 PM	They need to meet the same standards so we know what we are buying.
379	Oct 5, 2016 7:20 PM	Yes because people buy the product thinking they are receiving certain standards. If they are not regulated they I believed they are being cheated
380	Oct 5, 2016 7:20 PM	I believe there should be standards for a product to be labeled organic that need to be enforced.
381	Oct 5, 2016 7:17 PM	why not?
382	Oct 5, 2016 7:15 PM	Well I would hope it's overseen
383	Oct 5, 2016 7:15 PM	I definitely trust usda and organic food labels, if they are not already using usda to regulate non-food products, they should do so soon
384	Oct 5, 2016 7:13 PM	Customers have the right to know if theyou are purchasing an organic product whether it's food or non food items.
385	Oct 5, 2016 7:12 PM	I believe the same standards should be imposed on anything labeled organic.
386	Oct 5, 2016 7:10 PM	I think they need to be regulated strongly because companies will raise the price of the product and slap on a new label when the claims aren't entirely true.
387	Oct 5, 2016 7:08 PM	to ensure quality
388	Oct 5, 2016 7:06 PM	If the term organic is used it should be held to certain standards whether food or commercial products.
389	Oct 5, 2016 7:06 PM	I believe that any product or service that claims to be organic, should have to follow guidelines and rules to be labeled as such.
390	Oct 5, 2016 7:06 PM	The companies need to keep it real, otherwise words and opinions can hurt the manufacturer or the purchaser
391	Oct 5, 2016 7:05 PM	why not
392	Oct 5, 2016 7:03 PM	it adds a level of trust
393	Oct 5, 2016 7:03 PM	I believe the seal of an organic product should be strictly overseen regardless.
394	Oct 5, 2016 7:02 PM	If people are making efforts to buy good for you foods and drinks, they should be able to trust that their non food items have the same standards.
395	Oct 5, 2016 7:02 PM	I would trust it more
396	Oct 5, 2016 7:01 PM	Everything your body is exposed to inside and out has equal bearing on your body's overall health. As chemicals are absorbed through the skin and inhalation anything in your environment can affect you and therefore you should be given the option of choosing organic for these products as well.
397	Oct 5, 2016 6:59 PM	It must be more than a claim. There should be proof.
398	Oct 5, 2016 6:59 PM	It would be false advertising to claim organic and it not be. It should be regulated.
399	Oct 5, 2016 6:57 PM	because all services should be organic grown food base and plant base
400	Oct 5, 2016 6:55 PM	Most organic are more expensive. What is the point is paying more to be safer if the standards

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Q9 response = "Agree strongly" (60%)		
Number	Response Date	Response Text
		are not enforced.
401	Oct 5, 2016 6:53 PM	To me there no difference. Anything you use in or on your body should be inspected and held to what it says it is
402	Oct 5, 2016 6:52 PM	organic is organic & should be in all respects
403	Oct 5, 2016 6:51 PM	any product labeled by the USDA must pass federal guidelines to be certified as safe to eat or use by us consumers
404	Oct 5, 2016 6:51 PM	The use of the term organic should have a uniform standard across all products.
405	Oct 5, 2016 6:51 PM	Since these products can contain toxic chemicals, a certification of organic certainly ensures that we are buying products of any kind that are truly toxic free.
406	Oct 5, 2016 6:50 PM	Someone has to oversee and enforce Organic Foods and I prefer a department that actually can certify it
407	Oct 5, 2016 6:49 PM	It needs to be regulated
408	Oct 5, 2016 6:49 PM	Because I believe that not only food needs to be organic but also personal care items that seep in to the skin and cause bad reactions
409	Oct 5, 2016 6:48 PM	I want to know exactly what I'm using
410	Oct 5, 2016 6:47 PM	You want to be sure that what you are buying is organic, no matter what the product is
411	Oct 5, 2016 6:42 PM	I trust the usda and always do research to make sure they are organic if they say they are organic
412	Oct 5, 2016 6:42 PM	The quality needs to be regulated
413	Oct 5, 2016 6:41 PM	It should be regulated across the board
414	Oct 5, 2016 6:41 PM	I believe that the standards should be the same
415	Oct 5, 2016 6:41 PM	In order for a farm to receive certification that they are an Organic farm, they have very strict rules to and standards they must follow. The same should be for manufacturers that are producing non-food products and services. I see "Organic Green Dry Cleaning" popping up all over... This makes me skeptical. There is so much green washing of products that you need to be thorough. Organic food products have high standards to work through before going to shelf, non-food products and services should be the same.
416	Oct 5, 2016 6:40 PM	It's important
417	Oct 5, 2016 6:40 PM	If it's organic it should be certified by a higher agency that it is.
418	Oct 5, 2016 6:40 PM	it should all be standard and expected
419	Oct 5, 2016 6:38 PM	you should know all sides
420	Oct 5, 2016 6:38 PM	because you dont know what the company may slip by to just put the word organic on it
421	Oct 5, 2016 6:37 PM	I want real organic products.
422	Oct 5, 2016 6:36 PM	I trust organic products
423	Oct 5, 2016 6:35 PM	Informed consumer choices
424	Oct 5, 2016 6:34 PM	That would take out alot of the guess work involved and would build consumer confidence in the process and the products
425	Oct 5, 2016 6:30 PM	I believe that our government (specifically the USDA) is responsible for making sure that everyone is being enforced that puts an Organic label on their product, no matter what it is.
426	Oct 5, 2016 6:29 PM	If the product says it is organic then it should be proven to be so and regularly checked to make sure it stays that way.
427	Oct 5, 2016 6:27 PM	All products should be inspected, otherwise companies can say they are organic, but not.
428	Oct 5, 2016 6:27 PM	When people see the term organic, it should mean something. They should be able to purchase items (paying more for them for that label) with confidence KNOWING that they are getting a product that contains no GMOs, no harmful chemicals, etc. However, even the US allows over 1400 harmful chemicals to be put into products that are banned in Europe! Even ORGANIC products still contain parabens...which are known carcinogens! Unless people are educated, they don't know that even organic products can still contain harmful chemicals!
429	Oct 5, 2016 6:26 PM	An organic product should have a high regulation simply because that label brings trust to the company.
430	Oct 5, 2016 6:25 PM	someone needs to enforce this
431	Oct 5, 2016 6:25 PM	Trustworthy and safe for me and my family.
432	Oct 5, 2016 6:25 PM	All ingredients must adhere to a strong code of using pure growing and production practices. It has to be that way across the board. Food or health and beauty products are all made from

Moms Meet OTA for FTC Attitudes and Behaviors Survey, October 5 – 10, 2016

Q9 response = "Agree strongly" (60%)		
Number	Response Date	Response Text
		things that are grown from products of the earth.
433	Oct 5, 2016 6:24 PM	For peace of mind and confidence that the product is organic
434	Oct 5, 2016 6:23 PM	It would be false advertising if it was labeled organic and not monitored by the government.
435	Oct 5, 2016 6:19 PM	It's false advertising if their claims aren't substantiated.
436	Oct 5, 2016 6:18 PM	we need to trust but, the govt lets things slip already
437	Oct 5, 2016 6:18 PM	I think the certification is used on products but misused as it is not being controlled.
438	Oct 5, 2016 6:18 PM	To make sure that the consumer is getting product they are purchasing and using is what the printed label says!
439	Oct 5, 2016 6:18 PM	Organic should have the same definition/meaning/standard no matter what!!!
440	Oct 5, 2016 6:17 PM	I don't care if shrimp or shampoo; if organic, same rules
441	Oct 5, 2016 6:15 PM	it needs to be regulated
442	Oct 5, 2016 6:14 PM	I believe all organic products should be the same
443	Oct 5, 2016 6:13 PM	How else a regular person knows that it actually organic unless expert on an issue certifies the products?
444	Oct 5, 2016 6:13 PM	I like to see USDA labels on stuff
445	Oct 5, 2016 6:12 PM	I am not against regulation.
446	Oct 5, 2016 6:10 PM	I feel if you are going to label any product or service Organic it needs to be a uniform process to label it as such.
447	Oct 5, 2016 6:10 PM	Other non-food products also relate to our overall health and well being. Organic products being expensive can be labelled so by anyone if the certification process is not used. It will also not be fair to honest organic sellers and consumers too.
448	Oct 5, 2016 6:10 PM	I think all organic products that are labeled as such should go through inspection to make sure they really are organic and not using the name for attraction purposes
449	Oct 5, 2016 6:09 PM	They need to Prove it is Organic, Regardless of product
450	Oct 5, 2016 6:09 PM	Without an agency to oversee many unscrupulous manufacturers could add the label cheating the consumer.
451	Oct 5, 2016 6:09 PM	Someone needs to regulate organic product claims in order for customers to trust the product.
452	Oct 5, 2016 6:08 PM	I think this should be regulated to make sure that companies are adhering to the standards and that their claims are valid
453	Oct 5, 2016 6:08 PM	If not, there's no way to trust that these items are really organic.
454	Oct 5, 2016 6:07 PM	Back up your product!
455	Oct 5, 2016 6:07 PM	you should get what you pay for and want
456	Oct 5, 2016 6:07 PM	Anything labeled "organic" should be held at the same standard
457	Oct 5, 2016 6:05 PM	I do agree because they can just start putting false labels on and charge more when they truly are false.
458	Oct 5, 2016 6:05 PM	I feel like the standards should be the same especially if you are paying more for a product excepting it to be better for you and the environment.
459	Oct 5, 2016 6:04 PM	I believe in the certification process.
460	Oct 5, 2016 6:03 PM	Some one needs to be the certified agent. I would like to have it all together. I think it would be easier to check and track it.
461	Oct 5, 2016 6:02 PM	They should all have the same standard
462	Oct 5, 2016 6:01 PM	I trust them
463	Oct 5, 2016 6:00 PM	All products claiming something important for the safety of the users/buyers should be certified.
464	Oct 5, 2016 6:00 PM	I believe the word organic should not be allowed on a product if it is not certified 'organic'.
465	Oct 5, 2016 5:58 PM	Well, why not? If it states Organic, it should adhere to all of the other required certifications for Organic food items!
466	Oct 5, 2016 5:58 PM	It should be held to the same standards.
467	Oct 5, 2016 5:58 PM	They should all be held at the same high standard.
468	Oct 5, 2016 5:57 PM	I trust it

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Q9 response = "Agree strongly" (60%)		
Number	Response Date	Response Text
469	Oct 5, 2016 5:57 PM	They should be authenticated
470	Oct 5, 2016 5:56 PM	everything should be reviewed for safety and health
471	Oct 5, 2016 5:56 PM	Someone needs to regulate it!
472	Oct 5, 2016 5:55 PM	I think every product that a consumer uses or consumes should be under strict certification process.
473	Oct 5, 2016 5:54 PM	I'm tired of companies getting away with lying and making us feel that their product is safe, when it isn't.
474	Oct 5, 2016 5:54 PM	The standards that define organic in foods should be high in every other sector described as organic
475	Oct 5, 2016 5:54 PM	I believe those who are interested in organic products should be able to trust that these products are clean and green.
476	Oct 5, 2016 5:52 PM	Need regulation in labeling
477	Oct 5, 2016 5:52 PM	If the product has this claim, it should have the same rules to follow.
478	Oct 5, 2016 5:52 PM	Read the Label before you buy it
479	Oct 5, 2016 5:52 PM	Its just a must if it says organic it could be an it could be oversee
480	Oct 5, 2016 5:52 PM	So far, I trust USDA certifications. In order to trust that non-food products are organic, I would like to know the same process is used, to certify.
481	Oct 5, 2016 5:52 PM	They always have to be inspected and then approved when they meet the standards otherwise they wouldn't pass it through to us.
482	Oct 5, 2016 5:52 PM	Consumers need to know what it means
483	Oct 5, 2016 5:51 PM	i feel they need labels on all these products
484	Oct 5, 2016 5:51 PM	they should be held to a certain standard
485	Oct 5, 2016 5:50 PM	Certified Organic should all meet the same requirements.
486	Oct 5, 2016 5:50 PM	I think the same process should be involved in all food and non-food items to be considered organic.
487	Oct 5, 2016 5:49 PM	People buy organic products with the expectation that they are paying for an accurate label and higher quality product. There should be a checks and balances system to ensure that.
488	Oct 5, 2016 5:49 PM	To be Aware of what is on the product. What it's made of
489	Oct 5, 2016 5:47 PM	I think we ought know where our food come from. They need to go through the same certifications for health reasons.
490	Oct 5, 2016 5:47 PM	there are so many products put on the market that hurt people that the government should have a mandate service to enforce the labeling of products organic or not to stop hurting people unnecessarily
491	Oct 5, 2016 5:46 PM	Love them
492	Oct 5, 2016 5:46 PM	It has to be proven all around
493	Oct 5, 2016 5:46 PM	they need to be monitored and have labels
494	Oct 5, 2016 5:45 PM	Because they could lie
495	Oct 5, 2016 5:44 PM	Should apply to all products
496	Oct 5, 2016 5:44 PM	if it is labeled organic, it must be certified, inspected & proven so that we as consumers can trust it to be true.
497	Oct 5, 2016 5:44 PM	I believe labeling things organic that are actually organic is great! I'm glad the usda has to approve of everything!
498	Oct 5, 2016 5:44 PM	Organic should be a universal standard
499	Oct 5, 2016 5:44 PM	Every step needs to be watched over by a dedicated government official to make sure its all organic
500	Oct 5, 2016 5:43 PM	All that we consume should be safe for us and our environment
501	Oct 5, 2016 5:43 PM	People can be easily exposed to toxic items in shampoos, mattresses, dry-cleaning, etc. Some can be fatal. So there should be a certification process used in organic non-food products and/or services.
502	Oct 5, 2016 5:43 PM	If you have a label stating something, you should have to prove it
503	Oct 5, 2016 5:42 PM	Standards should be maintained by one organization
504	Oct 5, 2016 5:42 PM	Foods should not be allowed to state they're organic if they're not.
505	Oct 5, 2016 5:41 PM	If something is labeled as organic it should have the same definition as a food product

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Q9 response = "Agree strongly" (60%)		
Number	Response Date	Response Text
506	Oct 5, 2016 5:41 PM	Need standardization and accountability
507	Oct 5, 2016 5:41 PM	They are all item that could possibly have chemicals that could harm us so they all should be held to the same standards
508	Oct 5, 2016 5:41 PM	We deserve to have it labeled
509	Oct 5, 2016 5:41 PM	I would hope that the USDA would oversee such labels.
510	Oct 5, 2016 5:41 PM	someone needs to watch over it
511	Oct 5, 2016 5:40 PM	they should all adhere to the same standards, organic is organic
512	Oct 5, 2016 5:40 PM	They should be protecting us. I feel they dont
513	Oct 5, 2016 5:40 PM	Keeping everyone lives healthier
514	Oct 5, 2016 5:40 PM	why should our food be any different than things we put on our bodies? What we put on our bodies are absorbed into our blood through our skin thus effecting us the same as if we ingest something.
515	Oct 5, 2016 5:39 PM	If you are going to claim that something is organic it should be tested and certified that way
516	Oct 5, 2016 5:39 PM	A certification process should be used for everything that is labeled organic to ensure it is in fact, organic.
517	Oct 5, 2016 5:39 PM	There should be regulation in the use of the marketing terminology.
518	Oct 5, 2016 5:39 PM	When manufacturer has to follow a certification process they make the customer feel they are buying the real deal
519	Oct 5, 2016 5:39 PM	The official seal is the only thing that is certified. Using just the word "organic" can mean varying things.
520	Oct 5, 2016 5:39 PM	I agreed strongly because I would love that the same organization that sets the standards for what qualifies as organic to do so for other non food products and services .
521	Oct 5, 2016 5:39 PM	Needs to be held accountable just the same.
522	Oct 5, 2016 5:39 PM	If I am committed to purchasing organic products that are higher priced then I should received what is advertised.
523	Oct 5, 2016 5:38 PM	It should all be the same set of standards for every product.
524	Oct 5, 2016 5:38 PM	I believe a certification process should be used because then anyone would be able to claim their products are organic when they aren't.
525	Oct 5, 2016 5:38 PM	I think all items claiming to be organic, made with organic non treated materials should all have a regulation to follow.
526	Oct 5, 2016 5:38 PM	If some thing is Certified Organic it should be labeled and stamped Certified
527	Oct 5, 2016 5:38 PM	In order for ANY company to label their products truly organic, they should be heavily monitored by an agency that ensures that they are making their products honestly.
528	Oct 5, 2016 5:38 PM	any thing that is labeled organic needs to be tested and certified....anything!!
529	Oct 5, 2016 5:37 PM	I believe a certification process is necessary.
530	Oct 5, 2016 5:37 PM	If food has to go through all the shoots and ladders, so should non good items.
531	Oct 5, 2016 5:37 PM	With higher certification standards companies have to create products in accordance.
532	Oct 5, 2016 5:37 PM	I think if anything is going to be organic it should be certified to ensure the safety of the consumers using its product or services.
533	Oct 5, 2016 5:37 PM	USDA HAVE LIC
534	Oct 5, 2016 5:37 PM	Some manufacturers lie to get more business.
535	Oct 5, 2016 5:36 PM	na
536	Oct 5, 2016 5:36 PM	MOST definitely because its very important that we know what were consuming and purchasing
537	Oct 5, 2016 5:35 PM	There is always a process to go threw
538	Oct 5, 2016 5:35 PM	Everything certified has to have someone enforcing it
539	Oct 5, 2016 5:34 PM	Some people will buy only things labeled organic.Sometimes, organic is more expensive. If you can label any item as organic, you are false advertising, and ripping off the consumer
540	Oct 5, 2016 5:33 PM	It's all about accountability and checks and balances.
541	Oct 5, 2016 5:33 PM	If I am purchasing organic, than I want that product to be truly organic.
542	Oct 5, 2016 5:33 PM	To ensure purity of the product, it must be regularly certified.
543	Oct 5, 2016 5:33 PM	I'd like to see regulations that are standard and followed.
544	Oct 5, 2016 5:32 PM	Someone needs to check and follow thru

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Q9 response = "Agree strongly" (60%)		
Number	Response Date	Response Text
545	Oct 5, 2016 5:30 PM	make sure its save
546	Oct 5, 2016 5:29 PM	Every product we use/consume should be regulated to ensure that they are not falsely claiming to be organic.
547	Oct 5, 2016 5:28 PM	Need regulation
548	Oct 5, 2016 5:28 PM	The label should have true facts
549	Oct 5, 2016 5:28 PM	A manufacturer can easily abuse the term "organic" for their own benefit at the expense of a consumer's health, thus the USDA should enforce the same protocol to other products who would label their products "organic" to safeguard the integrity and quality of not just the product but the safety of the consumer who will buy them.
550	Oct 5, 2016 5:28 PM	I believe that if they are claiming that their product is produced organically and no man made toxic chemicals are being used, that they should have to be overseen by a government agency that inspects and certifies that their claims are valid.
551	Oct 5, 2016 5:25 PM	Because of the quality
552	Oct 5, 2016 5:25 PM	yes
553	Oct 5, 2016 5:25 PM	Any product that uses the organic stamp should be held to the same standards. People should be able to trust that the same procedures are being used across the board.
554	Oct 5, 2016 5:24 PM	It helps the consumers understand
555	Oct 5, 2016 5:22 PM	Non-food items can off-gas or leak chemicals and toxins into our bodies through inhalation (which can be worse than ingestion) or skin contact. It's important to remember that this is actually more direct contact with less protection. That is when we eat something, at least our stomach gases can break it down and protect us. We don't have the same safeguards for skin and smell.

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Q9 response = "Agree somewhat" (28%)		
Number	Response Date	Response Text
1	Oct 10, 2016 2:04 AM	still need to differentiate certain aspect as one is a product the other a service
2	Oct 9, 2016 11:16 PM	i agree with the statement
3	Oct 9, 2016 10:51 PM	it's important. we need to be able to be confident in what we are buying.
4	Oct 9, 2016 10:27 PM	To keep businesses honest.
5	Oct 9, 2016 9:44 PM	relevant
6	Oct 9, 2016 8:57 PM	NA
7	Oct 9, 2016 8:19 PM	I believe so because all products must be inspected before being distributed to the public
8	Oct 9, 2016 7:44 PM	I feel the funds should be solely spent on organic food practices and another agency should focus on non-food organic products. I feel there would be a slip if there were too many food and non-food products to regulate.
9	Oct 9, 2016 5:12 PM	Im sure there is a regulation im just not sure what the standards arw or how high they are
10	Oct 9, 2016 11:01 AM	Consumers deserve to know how their purchases were created.
11	Oct 9, 2016 10:00 AM	It should all be up to same standard s Jo
12	Oct 9, 2016 6:39 AM	They shouldn't be able to claim organic unless they meet standards that truly make it organic
13	Oct 9, 2016 6:30 AM	Why should some things have to be certified organic if other things don't? Organic is organic and anything with that label should have to follow the same guidelines.
14	Oct 9, 2016 5:37 AM	I think if are not enforce companies will je
15	Oct 9, 2016 5:34 AM	As you are labeling something, someone should make sure things are labeled correctly
16	Oct 9, 2016 5:28 AM	Because it seems like lieing could happen just to get sales
17	Oct 9, 2016 4:52 AM	It's necessary to enforce the inspection of non-food items as organic as well
18	Oct 9, 2016 4:36 AM	Standards must be set and met.
19	Oct 9, 2016 3:43 AM	to make sure they are really organic and we are actually getting what we think we are getting and paying for
20	Oct 9, 2016 3:28 AM	a similar system should be used, but likely monitored by another agency than USDA
21	Oct 9, 2016 2:59 AM	sounds like the right thing to do
22	Oct 9, 2016 2:42 AM	We want to know if not-food products and services are organic or not.
23	Oct 9, 2016 2:22 AM	I would hope things are monitored but gave some trust issues about it
24	Oct 9, 2016 2:15 AM	Clarification is needed
25	Oct 9, 2016 2:09 AM	To ensure that there will not be any adverse reactions of not regulated.
26	Oct 9, 2016 1:56 AM	I don't put a lot of faith in the government to really pay attention to what is being labeled organic or not. I don't think they will strictly enforce labeling for non food items.
27	Oct 9, 2016 1:39 AM	All products should be certified equally
28	Oct 9, 2016 1:16 AM	I have no real concerns
29	Oct 9, 2016 12:53 AM	Sometimes they can be wrong
30	Oct 9, 2016 12:43 AM	I think it's a good idea.
31	Oct 9, 2016 12:31 AM	Consistency is important
32	Oct 9, 2016 12:13 AM	some of the things that are being said about organic are hard to beleive they are true or not
33	Oct 9, 2016 12:06 AM	All organic products should be certified
34	Oct 8, 2016 11:41 PM	Regulation costs
35	Oct 8, 2016 10:59 PM	I need some kind of over it soon because some products are marked organic that are not
36	Oct 8, 2016 10:27 PM	I generally frown on government involvement in our lives but as there are requirements for it then I would like it better if labeling were enforced
37	Oct 8, 2016 9:24 PM	Everything should be treated fairly
38	Oct 8, 2016 8:52 PM	I believes the USDA has to use those services to certify all organic items.
39	Oct 8, 2016 8:35 PM	There should be a process to oversee this else anyone can make a product and call it organic and who would know if it was or wasn't
40	Oct 8, 2016 8:34 PM	It fits it .
41	Oct 8, 2016 8:33 PM	The loopholes must be addressed so all labeling is truly relevant and clear.
42	Oct 8, 2016 8:30 PM	They should be regulated and enforced whether a food or service
43	Oct 8, 2016 8:16 PM	I think it us a good idea to regulate ALL goods and services in the same manner.
44	Oct 8, 2016 8:00 PM	I believe we should fully know the products we are using and the ingredients and how they are made
45	Oct 8, 2016 7:58 PM	so that we know that we are getting what we think it is

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Q9 response = "Agree somewhat" (28%)		
Number	Response Date	Response Text
46	Oct 8, 2016 7:54 PM	need some sort of regulation
47	Oct 8, 2016 7:51 PM	i think its right
48	Oct 8, 2016 7:42 PM	They don't have enough man power
49	Oct 8, 2016 7:36 PM	They all should be checked
50	Oct 8, 2016 7:30 PM	should be overseen
51	Oct 8, 2016 7:08 PM	Standards should be kept
52	Oct 8, 2016 7:04 PM	Without some type of regulation there would be no proof that non-food items truly are organic
53	Oct 8, 2016 6:59 PM	The same process should apply to similar things or products.
54	Oct 8, 2016 6:48 PM	N/A
55	Oct 8, 2016 6:43 PM	I would hope that these would be safe
56	Oct 8, 2016 6:43 PM	We have to do better to regulate this type of procdures
57	Oct 8, 2016 6:39 PM	Companies should definitely be licensed to ensure quality and safeness but to certify as organic should require more checks than non organic items/services
58	Oct 8, 2016 6:27 PM	.
59	Oct 8, 2016 6:25 PM	They should take serious steps to make sure that everything using the term "organic" is following the same procedures
60	Oct 8, 2016 6:21 PM	I think that all organic products should be held to a higher standard, and tested thoroughly to make sure that they fit those standards. Non-food items can have an equal amount of impact on people and the environment as food products.
61	Oct 8, 2016 6:18 PM	it's a lot for them to handle.
62	Oct 8, 2016 6:15 PM	I think it should be regulated
63	Oct 8, 2016 6:13 PM	Because they should be held to the same standards as good products.
64	Oct 8, 2016 6:08 PM	I like the idea of consistency.
65	Oct 8, 2016 5:55 PM	N/A
66	Oct 8, 2016 5:48 PM	good idea so that you know what it means to be labeled organic
67	Oct 8, 2016 5:37 PM	they should not be able to use the term unless it is
68	Oct 8, 2016 5:37 PM	I am honestly not 100% sure, but I think so.
69	Oct 8, 2016 5:30 PM	labeling should be controlled
70	Oct 8, 2016 5:30 PM	Because it means something when they label something organic and for it to be false should be against the law.
71	Oct 8, 2016 5:15 PM	I think there needs to be some type of regulation how else would we know
72	Oct 8, 2016 5:14 PM	not sure all labeling is honest
73	Oct 8, 2016 3:47 PM	na
74	Oct 8, 2016 3:46 PM	A certification process ought to be used for any company making organic claims. Not sure the USDA's process is that rigorous or trustworthy though.
75	Oct 8, 2016 12:01 AM	Government is a hot mess, too.
76	Oct 7, 2016 3:33 PM	none
77	Oct 7, 2016 3:06 PM	it is not necessarily true what is actually put on the label
78	Oct 7, 2016 1:32 PM	Why wouldn't it be enforced just as much as a food product???
79	Oct 7, 2016 5:24 AM	I think it would be great however this also means some of the smaller companies might not be able to afford it and go out of business.
80	Oct 7, 2016 2:08 AM	If I doubt some of the practices by the USDA then how can I trust that a label by the USDA would enforce and build my trust with non food products and services?
81	Oct 7, 2016 2:05 AM	More regulation is good!
82	Oct 7, 2016 12:57 AM	THE USDA HAS A HARD TIME MAINTAINING A CREDIBLE LEVEL OF ENFORCEMENT. OUR FOOD SUPPLY IS 50% OR LESS. USDA CAN BARELY DO FOOD PRODUCTS. AND THEY WILL NOT LABEL GMOS'
83	Oct 6, 2016 11:09 PM	Regulation is necessary.
84	Oct 6, 2016 9:31 PM	necessary
85	Oct 6, 2016 7:16 PM	An organic product is just that, organic. It shouldn't matter if it will be ingested or not.
86	Oct 6, 2016 6:44 PM	People should know what's in their stuff, and if it's harmful, the public should be made aware of it.

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Q9 response = "Agree somewhat" (28%)		
Number	Response Date	Response Text
87	Oct 6, 2016 6:13 PM	There should be oversight and regulations but the cost of these is prohibitive to so many manufacturers
88	Oct 6, 2016 6:03 PM	dont trust government
89	Oct 6, 2016 5:32 PM	The USDA label is somewhat misleading as it allow some non-organic chemicals.
90	Oct 6, 2016 4:46 PM	The label means little without enforcement.
91	Oct 6, 2016 3:47 PM	its just safer
92	Oct 6, 2016 2:37 PM	If you are labeling something organic, it should go through a rigorous process to ensure its authenticity
93	Oct 6, 2016 2:37 PM	While I agree that the term "organic" should be defined the same across the board, the process for checking, examining and certifying items not used for eating should be handled differently. I am not sure that I care, as much, that my mattress or pants, are labeled organic. I am more concerned with the items I put into my, and my kid's, bodies. I can be more concerned with personal hygiene items as well.
94	Oct 6, 2016 2:28 PM	Because I think it's important to verify that the companies they say are organic actually are organic. At the same time, I do not agree with these governing bodies allowing some creative license when something is not completely organic to say they are.
95	Oct 6, 2016 2:26 PM	The USDA is really to oversee foods and products we ingest. Not sure if they should oversee our nonfood items.
96	Oct 6, 2016 2:05 PM	all organic products should have to be overseen by usda
97	Oct 6, 2016 1:00 PM	USDA is major for food
98	Oct 6, 2016 12:47 PM	Uniformity is needed
99	Oct 6, 2016 12:23 PM	I agree they should have the same process so people better understand that they indeed are buying organic.
100	Oct 6, 2016 11:28 AM	There should be some measurable standard to ensure that the term "organic" matters for non-food products and services.
101	Oct 6, 2016 10:13 AM	Just feel if something is going to be labeled that they should have to follow guidelines to earn that label
102	Oct 6, 2016 5:36 AM	It would be helpful to consumers
103	Oct 6, 2016 5:15 AM	I want to ensure that it's really what it claims to be
104	Oct 6, 2016 4:55 AM	Because they have more experience
105	Oct 6, 2016 4:31 AM	the USDA seems to be able to be bought by corporations, so you just cant really trust it anymore
106	Oct 6, 2016 4:27 AM	If its suppose to be organic no matter what it is it should be treated the same in every aspect
107	Oct 6, 2016 4:04 AM	not sure
108	Oct 6, 2016 3:47 AM	I'm not very knowledgeable on this topic
109	Oct 6, 2016 3:06 AM	There is always room for human error
110	Oct 6, 2016 3:02 AM	I always feel like it should be harder to put chemicals in our food and products than to not but I also like to know it truly is organic
111	Oct 6, 2016 2:56 AM	Not sure
112	Oct 6, 2016 2:25 AM	none
113	Oct 6, 2016 1:53 AM	I don't really believe the fda does a very good job in the first place and not very sure they would do a good job in this area either
114	Oct 6, 2016 1:46 AM	Don't trust the government because they tend to favor larger economic interests; I definitely favor an independent testing service like UL or something like the non-GMO project for objectivity.
115	Oct 6, 2016 1:38 AM	The USDA isn't the best agency to certify organic s. There are other independent ones that are better.
116	Oct 6, 2016 1:33 AM	I feel like if you're going to label something as organic, it needs to meet that label. It needs to be properly inspected and certified.
117	Oct 6, 2016 1:32 AM	There definitely is not enough oversight for how companies label products, probably why there are so many class action law suits regarding mislabeling
118	Oct 6, 2016 1:25 AM	xx
119	Oct 6, 2016 1:08 AM	No matter if it's a non-food product or not if it's labeled organic there should be some time of certification process to protect the consumer

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Q9 response = "Agree somewhat" (28%)		
Number	Response Date	Response Text
120	Oct 6, 2016 1:06 AM	those items are not being ingested
121	Oct 6, 2016 1:01 AM	Not really sure
122	Oct 6, 2016 1:00 AM	it needs to be enforced to be effective
123	Oct 6, 2016 12:50 AM	We the consumers should know what we are buying
124	Oct 6, 2016 12:19 AM	There may be a different set of guidelines for non-food items, but do agree that the guide lines be strict.
125	Oct 6, 2016 12:05 AM	are using the same labeling system
126	Oct 6, 2016 12:04 AM	I think non-food products are equally important!
127	Oct 5, 2016 10:44 PM	It should be monitored
128	Oct 5, 2016 10:38 PM	I don't always agree with USDA's standards but having some degree of enforcement good mean a good thing.
129	Oct 5, 2016 10:34 PM	Because anyone can label a product organic if only a little bit is organic
130	Oct 5, 2016 10:27 PM	Food and drink is much different than clothing or fabrics
131	Oct 5, 2016 10:24 PM	If a manufacturer is stating that something is orgsnic, regardless of product and its overall use, the certification for organic products should be the same.
132	Oct 5, 2016 10:17 PM	There should be some way to know these services or products adhere to standards, but adding certification adds more.cost to an already pricey item
133	Oct 5, 2016 10:06 PM	I believe there should be a separate division that takes care of just organic products or services
134	Oct 5, 2016 9:49 PM	I agree it can help some what it can be a good
135	Oct 5, 2016 9:48 PM	it would be nice to have a certified seal or at least have a disclosure of what makes products organic.
136	Oct 5, 2016 9:34 PM	Organic shouldn't have 2 different meanings. It should mean the same thing no matter the product.
137	Oct 5, 2016 9:30 PM	everything should be lables
138	Oct 5, 2016 9:25 PM	I believe that all products labeled organic should have to meet a standard.
139	Oct 5, 2016 9:21 PM	So the quality is consistent
140	Oct 5, 2016 9:20 PM	Considering the high cost and the reason for switching to organic ie to avoid exposure to harmful chemicals, I would like some guarantee that I truly getting organic products.
141	Oct 5, 2016 9:06 PM	They are used on our body
142	Oct 5, 2016 9:03 PM	Trust comfort governed
143	Oct 5, 2016 9:01 PM	There needs to be a standard set.
144	Oct 5, 2016 8:56 PM	I think if you're buying a non food product expecting it to be really organic it should be
145	Oct 5, 2016 8:49 PM	I'm not quite sure what the USDA uses to oversee organic foods so I can't for sure say a similar process is in the interest of the consumer rather than the government.
146	Oct 5, 2016 8:47 PM	I personally think that labeling everything under the sun as organic is silly and the label then loses it's meaning.
147	Oct 5, 2016 8:42 PM	People need to know what is correct so they can live a better and healthier lifestyle.
148	Oct 5, 2016 8:33 PM	These products are being used on or around people and should be checked to make sure they are safe.
149	Oct 5, 2016 8:26 PM	They should be held to the same standards but not as strict.
150	Oct 5, 2016 8:23 PM	There should be no difference between what labels a food item as organic and any other type of item that you may buy.
151	Oct 5, 2016 8:22 PM	Label of organic products is important to us so we know what we are getting
152	Oct 5, 2016 8:05 PM	If it's going to be labeled organic, then there should be something checking to verify that it is actually organic
153	Oct 5, 2016 8:04 PM	I would hope this is a true statement.
154	Oct 5, 2016 7:56 PM	I guess it would depend on what type of ingredients / products are going into these products and whether they contain same types of things as organic foods
155	Oct 5, 2016 7:55 PM	they are a business at the end of the day
156	Oct 5, 2016 7:44 PM	The USDA would have so many different business they couldn't regulate them all.
157	Oct 5, 2016 7:43 PM	I am not quite sure how this works, but it would be good to know
158	Oct 5, 2016 7:39 PM	I don't know!
159	Oct 5, 2016 7:28 PM	Should be the same amount of enforcement whether product is organic or not

Moms Meet OTA for FTC Attitudes and Behaviors Survey, October 5 – 10, 2016

Q9 response = "Agree somewhat" (28%)		
Number	Response Date	Response Text
160	Oct 5, 2016 7:25 PM	The process should be more strict because of the use of chemical in the making of products.
161	Oct 5, 2016 7:24 PM	I want to know for sure if what I am buying fits the criteria if organic
162	Oct 5, 2016 7:10 PM	good
163	Oct 5, 2016 7:09 PM	Certification would give me more certainty that organic methods are being followed
164	Oct 5, 2016 7:06 PM	I think it holds companies accountable, regardless of if its food or products. False advertising and lack of proper information to the consumer is unjust and consumers need to know the truth. Labeling and standards make it so.
165	Oct 5, 2016 7:00 PM	There should be regulations on anything organic
166	Oct 5, 2016 6:58 PM	There must be consistency
167	Oct 5, 2016 6:57 PM	I am not sure the USDA would be the right agency to govern and enforce these laws.
168	Oct 5, 2016 6:56 PM	There should definitely be some oversight and standards to ensure that the services or products truly are organic.
169	Oct 5, 2016 6:55 PM	I honestly think that government oversight tends to fail, or enforce unimportant aspects.
170	Oct 5, 2016 6:52 PM	i'm not sure what the USDA deems as safe
171	Oct 5, 2016 6:51 PM	I'm not sure
172	Oct 5, 2016 6:51 PM	Because anything that touches my skin is streaming through my blood
173	Oct 5, 2016 6:50 PM	I do not feel they need to be as strictly enforced due to the product not being ingested however there definitely should be correct labeling and enforcement.
174	Oct 5, 2016 6:49 PM	I think rules should be in place for a product to be organic
175	Oct 5, 2016 6:47 PM	they should be held to the same standards.
176	Oct 5, 2016 6:39 PM	I don't really think the usda is a reliable organization to certify anything. When shopping, I tend to try and find things that are certified by other organizations. Oregon Tilth or WSDA for example. I do think anything labeled organic, including non food items should have to go through rigorous certification though.
177	Oct 5, 2016 6:37 PM	I think those products should be just as strict with their organic labeling process as foods. and I would hope that the process for foods is strict to begin with.
178	Oct 5, 2016 6:33 PM	There are some standards
179	Oct 5, 2016 6:29 PM	They should have same process
180	Oct 5, 2016 6:24 PM	I feel that standards should be set to protect people.
181	Oct 5, 2016 6:22 PM	because then i know that the product i am buying whether its food or non food is truly organic
182	Oct 5, 2016 6:20 PM	seems like a good idea
183	Oct 5, 2016 6:20 PM	They aren't being consumed so there may be some differences in certification procedures
184	Oct 5, 2016 6:19 PM	All organic products should have the same labeling enforced to alleviate confusion on the part of the consumer.
185	Oct 5, 2016 6:18 PM	its important to really know what is in products
186	Oct 5, 2016 6:11 PM	if our food must be certified so should other items used in and on our bodies
187	Oct 5, 2016 6:08 PM	To ensure that it is truly organic
188	Oct 5, 2016 6:07 PM	If items are labeled organic then they should be so
189	Oct 5, 2016 6:07 PM	I think that companies pay for the use of an "organic" label, and even though a farmer or manufacturer may follow organic guidelines they might not be able to pay that price. If they can't afford it then they can't use the label and let me know that they do produce an organic product. Vice versa, I don't trust that all of the companies who use that label do so truthfully.
190	Oct 5, 2016 6:06 PM	USDA enforcement on Organic certification should apply to all products/categories of items that are going to be labeled as Organic.
191	Oct 5, 2016 6:06 PM	All organic labeling should be tested and certified by the USDA.
192	Oct 5, 2016 6:05 PM	People can lie about this
193	Oct 5, 2016 6:04 PM	I think so, but I am not sure.
194	Oct 5, 2016 6:02 PM	One body should be responsible for the certification to make things more even keeled.
195	Oct 5, 2016 6:00 PM	if it's not certified, how do you know it's true?
196	Oct 5, 2016 6:00 PM	If it's not certified, it could be a false claim.
197	Oct 5, 2016 6:00 PM	If they are using the label, someone needs to make sure they are being honest about the

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Q9 response = "Agree somewhat" (28%)		
Number	Response Date	Response Text
		materials and ingredients.
198	Oct 5, 2016 6:00 PM	It is important because what goes into our bodies through mouth and also through our nose eyes and skin contact are also important for Health and Wellness
199	Oct 5, 2016 5:58 PM	someone has to enforce these standards
200	Oct 5, 2016 5:55 PM	All rules should apply to everyone
201	Oct 5, 2016 5:50 PM	It should be monitored for persons who want or need organic non food products.
202	Oct 5, 2016 5:47 PM	USDA should regulate both organic and non-organic to ensure the safety of the public and remain consistent.
203	Oct 5, 2016 5:46 PM	I believe there should be a standard and that should also be used to educate consumers.
204	Oct 5, 2016 5:46 PM	There should be some type of regulation to ensure that a company is honestly providing organic products or services
205	Oct 5, 2016 5:45 PM	I think there needs to be some oversight to make sure the claim of organic is reliable.
206	Oct 5, 2016 5:44 PM	To use organic labeling I think you should have to prove every step you use is organic from start to finish
207	Oct 5, 2016 5:44 PM	Although there should definitely be a process, I don't know it should be as strict as it is with food.
208	Oct 5, 2016 5:42 PM	Reassuring
209	Oct 5, 2016 5:39 PM	then you would be sure
210	Oct 5, 2016 5:38 PM	All should have same controls and regulations.
211	Oct 5, 2016 5:38 PM	Because it's true
212	Oct 5, 2016 5:38 PM	It should state weather it is or not in order for a consumer to buy it or not.
213	Oct 5, 2016 5:35 PM	There isn't an agency and I don't know that the USDA would be it, but another one.
214	Oct 5, 2016 5:35 PM	The same standards should be used for any products claiming to be free of harsh chemicals and pesticides
215	Oct 5, 2016 5:34 PM	SO WE KNOW ITS ORGANIC
216	Oct 5, 2016 5:31 PM	I'm not sure I always trust the agencies but there should be some standard "board" or "agency" that certifies it.
217	Oct 5, 2016 5:26 PM	There should be the same quality of overseeing and enforcement for all things labeled organic, not just food.
218	Oct 5, 2016 5:24 PM	Why not
219	Oct 5, 2016 5:23 PM	The idea to oversee and enforce the labeling of organic non-food products.

Moms Meet OTA for FTC Attitudes and Behaviors Survey, October 5 – 10, 2016

Q9 responses = “Don’t know/not sure” (9%) + “Disagree somewhat” (3%) + “Disagree strongly” (1%)		
Number	Response Date	Response Text
1	Oct 9, 2016 5:42 AM	Should not be needed
2	Oct 9, 2016 4:38 AM	I'm only familiar with organic food. I have no clue on other non food organic items
3	Oct 8, 2016 11:25 PM	I believe in less govt regulation
4	Oct 8, 2016 8:02 PM	I don't think they are the same
5	Oct 8, 2016 6:58 PM	I don't believe the government, who thinks all the chemicals and pesticides, truly cares all that much about organic. Non organic will bring in more tax money.
6	Oct 8, 2016 6:40 PM	no such thing as organic
7	Oct 8, 2016 6:14 PM	I feel that everyone deserves to know what ingredients are in the items we purchase. Even if they are organic it should have a label stating why it is organic.
8	Oct 8, 2016 5:44 PM	There are still ways around it.
9	Oct 8, 2016 5:30 PM	I don't have complete faith in the government regulating this
10	Oct 6, 2016 7:03 PM	I think government needs to get nose out of things
11	Oct 6, 2016 6:33 PM	There are different standards so different rules should apply to food versus products and services that don't pertain to food.
12	Oct 6, 2016 4:03 AM	n/a
13	Oct 6, 2016 2:35 AM	usda doesn't do anything
14	Oct 6, 2016 2:09 AM	most non-food items - it is more important to be cruelty free and environmentally friendly than organic. If there are foods in the personal care products, they should be organic but if something isn't grown, the label organic is irrelevant.
15	Oct 6, 2016 2:02 AM	Organic rules aren't universal.
16	Oct 6, 2016 1:52 AM	I don't trust the USDA anyway... maybe some OTHER non-governmental agency should oversee the certification of organic substances.
17	Oct 5, 2016 11:54 PM	I dont think they have enough people to do it.
18	Oct 5, 2016 11:11 PM	us department of agriculture would not have a lot to do with some of these things.
19	Oct 5, 2016 9:57 PM	I don't think some items can be organic
20	Oct 5, 2016 7:36 PM	I think freedom in the market place requires trust and common sense for seller and buyer. If I am selling, I will use common sense and be trustworthy. If I am buying, I will use common sense to determine if a product is trustworthy of the things I care about.
21	Oct 5, 2016 7:20 PM	I think the USDA has enough to keep up with in the labeling of organic food and therefore should not oversee non food products and services.
22	Oct 5, 2016 6:50 PM	I don't feel the labeling really helps. It just costs farms money.
23	Oct 5, 2016 6:29 PM	I somewhat disagree as organic foods may come with different standards as far as how they are cultivated and distributed to stores.
24	Oct 5, 2016 6:22 PM	I think there are different standards for labeling thins youcan a d cannot eat
25	Oct 5, 2016 6:08 PM	Sounds like government overreach.
26	Oct 5, 2016 6:03 PM	:)
27	Oct 5, 2016 5:45 PM	as said the gov't lies (Clinton read my lips) and its employees are mostly in it for the money and will cut all corners to make it. Organic can mean many things, only good about it it might created some new jobs
28	Oct 5, 2016 5:43 PM	They're different.
29	Oct 5, 2016 5:38 PM	Not sure that it would make a significant difference.
30	Oct 5, 2016 5:36 PM	I think the USDA only regulates food items, not various household products and services.