

Ambre Nulph

July 17, 2008 7:05 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for taking the time to consider my views.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ambre Nulph

Janet Busse

July 16, 2008 10:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). If Ethanol was produced from algae or cellulose it would make sense to advertise for ethanol fuel. But at this time, the most common source of ethanol is corn, and the production of ethanol from corn has not only driven up costs for corn, but also the production of it expends more energy than it creates and causes more global warming than it preserves. Thus advertising should be modified to promote the use of green ethanol, not corn based or yellow ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Janet Busse

Matthew Roman

July 16, 2008 9:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the "Green Guides" are reviewed, I urge you to review the marketing of corn-based ethanol and the vehicles that use them.

The 'greenwashing' of ethanol has become common. Corn ethanol and other food grain based fuels are a false hope. When fertilizer use, energy for processing, and land use are taken into account, corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Matthew Roman

Meryle A. Korn

July 16, 2008 7:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn is a food crop and should remain a food crop. Ethanol can be produced from a variety of organic sources. How about kudzu ethanol or water hyacinth ethanol? That at least would create a use for some noxious weeds.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Meryle A. Korn

Stephanie Belovich

July 16, 2008 8:57 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. In addition, countless acres of rain forest are being destroyed in order to plant corn to make up for the loss of US corn that is being diverted to ethanol production. Ethanol is NOT the way to solve the energy crisis.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Stephanie Belovich

William Inglis

July 15, 2008 11:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Inglis

Ray Nassar

July 15, 2008 9:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, not to mention the strain that corn ethanol puts on global food supply.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ray Nassar

Michael Villirillo

July 15, 2008 9:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

30% of the corn crop for 3% of our fuel!
Feed the hungry before filling up. Choose food before fuel!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michael Villirillo

John Zielinski

July 15, 2008 4:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is time that the public become educated and informed of the true costs of "green" alternatives. And one of the major first steps is the reviewing and establishing of new marketing and advertising guidelines that requires the explanation of the true cost of gasoline alternatives.

Please do the right thing.

Thank you,

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Zielinski

Beth McCormick

July 15, 2008 2:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As some of the advertising I've seen is not the whole truth, I write this letter.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Beth McCormick

Charles Stout

July 15, 2008 12:26 PM

Chairman William Kovacic

Subject: Time to rein in false ethanol advertising

Dear Chairman Kovacic,

Back in 1979-80, I worked in an automotive testing lab, performing tests on cars to help increase fuel efficiency, reduce emissions, and improve driveability. Then, as now, a fuel crisis had awakened America to a hidden truth, and Americans were excited and engaged in the quest to reduce our energy use and recapture our international leadership in technology. In the past couple of decades, we seem to have lost our way, but we have another wake-up call to help us find it again.

The lab where I worked did a lot of research on alternative fuels. Ethanol looked like a promising alternative to gasoline, but I've since learned that ethanol from corn is actually worse for the environment and harder on Americans than several other viable alternatives. I found out because I'm interested, curious, and scientifically literate enough to go past the advertising hype and find accurate information for myself. Unfortunately, many Americans are not--and some are making choices that are guided partly by good intentions and partly by misinformation.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to look carefully at the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Charles Stout

Karen Fedorov

July 14, 2008 8:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There is something inherently wrong about growing and using food for fuel, in addition to the above reasons mentioned. In a hungry world, it seems sinful and wrong!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Karen Fedorov

Danielle Mareschal

July 14, 2008 7:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Americans are becoming very knowledgeable in "green" technology. We will not be fooled into buying cars that run on corn-based ethanol because the ads sound good or talking heads say so. Today's american demands no less than fuel-efficient cars like our European counterparts have enjoyed for years but for some reason are not available here. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Danielle Mareschal

Lisa Strozzi

July 14, 2008 6:44 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol poses **SERIOUS** fire hazards! It degrades seals and gaskets in vehicles not set-up for it. It is not extinguished with water but instead increases in flammable volume when water is used to fight its fire. This is a horrible idea. Politically convenient - Practically stupid.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lisa Strozzi

Lynda Bagot-Parker

July 14, 2008 3:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

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Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lynda Bagot-Parker

Eleanor Manire-Gatti

July 14, 2008 12:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

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Please provide more accurate advertisements for biofuels.\

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Eleanor Manire-Gatti

Mary Smith

July 14, 2008 9:26 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

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I LIVE IN MID-MN WHERE CORN IS THE ONLY CROP GROWN AND AN ETHANOL PLANT SITS NEARBY. THERE IS ALSO NO CROP ROTATION NOR CORN BARELY FOR FOOD AND THE SOIL GETS POORER AS WE CONTINUE THIS PROCESS. OUR GOVERNOR HAS PUSHED QUIETLY TO FILL IN OUR WETLANDS TO GROW MORE CORN. WHERE DOES ONE THINK THE ANIMALS ARE GOING TO GO TO???? WE ARE NOW GETTING WETLAND'S BIRDS AT OUR BIRD FEEDERS.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mary Smith

Linda Drey-Nightingale

July 14, 2008 4:42 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The current advertising for ethanol as a fuel goes against common sense. Why are we using a food item as fuel or in fact any item that ties up crop land or sorely needed natural lands? The truth is that biofuels are not as green as they look to companies poised to make a profit from it.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Linda Drey-Nightingale

Paul McConnell

July 14, 2008 12:57 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As I am a citizen of the heartland of this nation, and have seen first hand the increase in the cost of staple grocery items due to increases in grain futures, I urge you to strongly consider prudent review of the advertising that goes into these fuel producers agenda.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Paul McConnell

Terence Anthony

July 14, 2008 12:37 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol for gasoline-powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn-ethanol production could actually represent an increase in the production of global-warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Terence Anthony

Richard Kiefer

July 13, 2008 8:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Since many of my wife's friends and relatives in Iowa grow corn (undoubtably some of it for ethanol) and feed cattle, I have a dog in this fight. If corn ethanol could be produced in a more environmentally acceptable way - even if the price were the same as petroleum based gasoline - I would favor it. I would far rather support those people than to be dependent on foreign sources, but I believe that its benefits have been hyped prematurely without considering some of the problems its production presents. Therefore, I urge the FTC to go slow on its approval of corn ethanol until more data and experience proves its advantages.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Richard Kiefer

James Lischner

July 13, 2008 7:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

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Sincerely, James D. Lischner

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Lischner

Richard Conn

July 13, 2008 6:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

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Not to mention that food for fuel is creating massive more hunger in the world. For this reason alone this project must be abandoned !!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Richard Conn

Charles Renner

July 13, 2008 3:09 PM

Chairman William Kovacic

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Dear Chairman Kovacic,

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It is also a cruel hoax for U.S. citizens to be subsidising farmers to grow corn that won't be available for food thereby driving up world food prices .

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Charles Renner

Erin Brogan

July 13, 2008 12:20 PM

Chairman William Kovacic

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Please tell the good people of this country the truth about our new energy source. We cannot learn this all on our own, and we trust you to tell us what we need to know about our consuming habits. Please help us find a good solution to protect our future. God bless you!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Erin Brogan

Taguhi Arakelian

July 13, 2008 3:11 AM

Chairman William Kovacic

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Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need SMART bio-energy, not any bio-energy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Taguhi Arakelian

Audrey Ichinose

July 12, 2008 12:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The misunderstanding and misrepresentation of corn-based ethanol as a viable alternative fuel is truly appalling.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Audrey Ichinose

Joyce Weir

July 12, 2008 10:21 AM

Chairman William Kovacic

Subject: Green Guides

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joyce Weir

Dorothy Read

July 12, 2008 8:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I understand the FTC is reviewing its "Green Guides" for environmental marketing and advertising. Please reconsider the marketing of corn-based ethanol and so called "Flex Fuel" powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline are increasing. These ads, such as General Motors' "Live Green, Go Yellow" campaign, are not based on accurate science. When factors like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production would actually increase the production of global warming pollution over today's gasoline. These ads are misleading and urge consumers to a choice which will cost taxpayers more money and increase global warming, the opposite of what it claims.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dorothy Read

Candice Rendzio

July 12, 2008 1:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

A major downfall in producing corn ethanol is the food commodity it removes from the market. There are considerable alternatives to the corn-based ethanol, specifically, switch grass which is easy, environment friendly, and does not place food as an 'either or' product...either "THE" fuel alternative or food.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Candice Rendzio

Leon Tomlinson

July 12, 2008 1:13 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). We need to deal with the truth about ethanol and its cost vs its benefit to us and the planet.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Leon Tomlinson

Mary Villaume

July 11, 2008 9:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thus the advertising for them could be considered seriously misleading, if not actually false.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mary Villaume

Eldon Ball

July 11, 2008 7:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline & increased cost of food!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Eldon Ball

Daniel North

July 11, 2008 4:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Each step in producing alternate fuels needs to be given a score based on good science and be easy to use and understand. If such a system were in place, consumers would be easily able to see through scams and misrepresentation. With the world economy resting in the balance, changes need to be made now!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Daniel North

Sandra Carrubba

July 11, 2008 3:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). The public deserves to hear the truth and not industry-friendly propaganda.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline besides depleting a food supply that many poor depend upon. And gas mileage when using ethanol is not good so we need more of it to go the same distance. Not a very good deal.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sandra Carrubba

Robert Roethig

July 11, 2008 2:47 PM

Chairman William Kovacic

Subject: Green Guides for marketing of corn based ethanol.

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for marketing and advertising, I urge you to reexamine the marketing of today's corn-based ethanol as well as advertising of Flex Fuel Vehicles.

Recent Ad campaigns promoting corn ethanol as a green alternative to gasoline, such as General Motors' "Live Green, Go Yellow" campaign, have no scientific base. When fossil fuel based inputs such as planting, fertilizings, herbicide, harvest, transport; processing costs are factored into the fact that corn ethanol yields only 67% of the BTUs of gasoline, it becomes clear that corn ethanol is a substantial net energy loss and always has been, no matter the market price for corn.

In addition, corn ethanol plants emit huge quantities of carbon monoxide and other toxics like formeldyhyde. The corn based ethanol must then be loaded onto tanker trucks fueled by expensive, high sulfur fossil diesel. Even at only a 10% blend the ethanol additive causes the fuel it is mixed with to become more evaporative, causing yet more hydrocarbon air pollution.

If corn ethanol is such a great product, then it should at least, pay for itself. Ethanol should no longer need to be tax subsidized, to the tune of .40 cents per gallon produced. If corn ethanol is such a great product, then it should not cost millions and millions to build the production plants, it should be part of a full circle of net gains. That is, the farmer should be able to use it as her main source of fuel.

If land use and abuse, (planting corn from fence to fence; up to creek and river banks), are taken into account, corn ethanol production, actually represents an increase in the production of global storming pollution over fossil based gasoline. It is a significant cause of pollution of our ground and surface waters with atrazine and ammonia and causes the expanding Dead Zone in the Gulf of Mexico.

What We, The People and our farmer citizens need most is a plant based fuel that has none of the downsides of corn based ethanol. It would also help if the farmer could use that fuel that she grows to power up her implements.

I urge you to call up R. James Woolsey, a former DCI in the first Clinton Administration. Dr. Woolsey is a lead member of a consortium of scholars advocating a transition to an INDUSTRIAL HEMP based economy. Among the 25,000 products, including fibre for paper and high tensile strength lumber, that INDUSTRIAL HEMP can provide are from the INDUSTRIAL HEMP SEED.

No sulfur diesel fuel, among many food grade derivatives, makes INDUSTRIAL HEMP, which has close to 0% THC, THE most viable crop for the FTC and the Department of Agriculture to promote! Among the plus sides of INDUSTRIAL HEMP is that it will require no tax subsidies. It will pay its own way in land use, including preservation of farm land values and promotion of local industries.

Finally, to "fuel" your interest in this subject, watch the film "Who killed the Electric Car?" and factor that information into your "Green Guides" review.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Roethig

Misty Mcentee-choo

July 11, 2008 1:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It's time that this country take a serious look at what some other countries, like Brazil, have done to produce ethanol. Our oil dependence is sinking this country to an all time low.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Misty Mcentee-choo

Sharon Grimm

July 11, 2008 11:15 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am alarmed at the general misunderstanding about the impact of ethanol, even as a transitional energy solution. Consumers need to understand that the production of corn ethanol will further harm our environment and dangerously impact our climate.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sharon Grimm

Amy Walz

July 11, 2008 11:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are NOT BASED ON SOUND SCIENCE. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Amy Walz

Elizabeth Plocar

July 11, 2008 9:36 AM

Chairman William Kovacic

Subject: ETHANOL ADVERTISING

Dear Chairman Kovacic,

Hopefully, your inbox is overflowing with letters and emails from those of us who are looking to you to set the standard and prevent another excellent invention from being mishandled. I'm talking, of course, about ethanol and the opportunity the FTC has to set appropriate guidelines for the marketing and advertising of ethanol.

I am not a scientist by any stretch of the imagination, so I don't know anything, really, about the manufacture of ethanol. But I do know that advertising is powerful and words can be shaped to form ideas and put across meanings that just aren't true. As an American, I look to the Federal Trade Commission to keep the marketplace honest. If there are MAJOR concerns regarding ethanol - and there are - then these need to be brought to the public. It would truly be sad if such a viable alternative to gasoline were to be mishandled and misrepresented, making a solution to the lessening of global warming as bad as global warming, itself.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Elizabeth Plocar

Sheridan Neimark

July 11, 2008 7:41 AM

Chairman William Kovacic

Subject: Fix ethanol advertising

Dear Chairman Kovacic,

Corn-based ethanol is no solution to any of our problems. Therefore, as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sheridan Neimark

William Schoene

July 11, 2008 3:34 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Not only does ethanol from corn not help to reduce global warming emissions, it is producing upward price pressure on food, as a great deal of corn is being shifted away from food uses to fuel. We need to ensure that people have the full story on ethanol-from-corn before they embrace it as an environmentally superior alternative to gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Schoene

Tara Jankovic

July 10, 2008 10:47 PM

Chairman William Kovacic

Subject: Ethanol

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Tara Jankovic

K. Scott Heidemann

July 10, 2008 7:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Factoring in the use of fertilizer, the amount of energy required for processing and land use, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
K. Scott Heidemann

Odessa Garlitz

July 10, 2008 6:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn based ethanol and gasoline powered vehicles. Some green marketing techniques are not based on sound science. These can actually increase the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Odessa Garlitz

Shirley Fukuhara

July 10, 2008 5:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Recently, there has been a huge increase in environmental advertisements for ethanol as a green alternative to gasoline. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Shirley Fukuhara

Brian Thielke

July 10, 2008 5:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We have to face the reality of facts in accordance with ethanol instead of pretend that it will solve our oil demand problems. Let's state it as it is for ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Brian Thielke

Colleen Skjerven

July 10, 2008 4:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is important for the public to realize that ethanol is not the "Green" solution is advertised to be. The energy required to produce and transport it exceed the benefits. Please let honest advertising prevail.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Colleen Skjerven

David Hackett

July 10, 2008 4:46 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

This is important as public opinion help shape policy and bad information leads to bad policy. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Hackett

Paul Christopher

July 10, 2008 3:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on a thorough assessment. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Our corn-based ethanol program needs a serious reassessment.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Paul Christopher

Dwayne Oxford

July 10, 2008 2:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dwayne Oxford

cheryl kacskos

July 10, 2008 11:31 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Does Brazil use sugar as a fuel alternative - is this one of our solutions - perhaps that should be investigated - especially since quite a lot of Americans should stop eating sugar - if it is a good fuel alternative it's limited use as food could help people with their body health also. Thanks!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
cheryl kacskos

Lauri Young

July 10, 2008 9:38 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am from Iowa and originally was a committed supporter of the rapid development of ethanol as a means to reduce carbon emissions. I no longer believe that ethanol is "the answer" and that during the political season it has been used by both candidates only to gather support. It is vital that all Americans have the facts about alternatives to our current oil dependence and this includes the full facts about ethanol and the total costs of production.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lauri Young

Peter DellaFemina

July 10, 2008 9:13 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. In addition corn based ethanol is raising the demand for corn based foods for both a human and animal consumption. None of these should be promoted.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Peter DellaFemina

Ron Farnsworth

July 10, 2008 8:39 AM

Chairman William Kovacic

Subject: Fess up! Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ron Farnsworth

Charles Lawson

July 10, 2008 12:44 AM

Chairman William Kovacic

Subject: Green Guides

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Charles Lawson

Neil Pape

July 9, 2008 10:19 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to reconsider the value of corn-based ethanol and advertising that suggests it is an answer to a greener environment as the choice for called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Neil Pape

Linda Mack, Trustee Monmouth County Audubon Society

July 9, 2008 9:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

When the FTC reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Issues such as fertilizer use, energy for processing, and land use will impact current corn ethanol production and could increase the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

Linda Mack, Trustee Monmouth County Audubon Society

James Allen

July 9, 2008 8:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am convinced that our governmental agencies must strive to comprehend the bigger dynamics of conservation and sustainable progress toward a healthy ecoculture. This means looking at all elements in the chain of production, consumption, and disposal. This certainly applies to the formulation of policy on biofuels.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Allen

George Karnezis

July 9, 2008 8:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am concerned that the actual truth be told about the relative virtues of ethanol and hope you will do everything possible to help citizens understand that truth.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
George Karnezis

Cheryl McGraw

July 9, 2008 8:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I URGE YOU to review and revise the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are NOT BASED ON SOUND SCIENCE.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline.

You, as a government representative, must stop this misrepresentation.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Cheryl McGraw

Holly Lubowicki

July 9, 2008 7:37 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol are not based on sound science. Embodied energy must be considered -- how much energy is invested to get the product. When all energy inputs are considered, corn ethanol is not all it is cracked up to be.

The environmental degradation of growing corn crops for fuel is a step in the wrong direction. It leads consumers to believe that corn is the answer to many of our problems.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Holly Lubowicki

Jay Bryson

July 9, 2008 3:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of corn-based ethanol for "Flex Fuel" powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These "green"-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn-based ethanol production might actually represent an increase in the production of global warming pollution over today's gasoline (on an equivalent energy basis).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jay Bryson

Carol Williams

July 9, 2008 3:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Your agency is an important checks and balance mechanism. Thank you for finding a way to minimize fraudulent claims. Science isn't perfect but at the same time the science community could be blamed for this because others have misused the information.

The research group I am in is working on Biochar creation and energy. While we are working on it the emissions are more than I care to admit but we are working on capturing those emissions and redirecting it into the process before we make any claims. I wonder how many ethanol producers, who are selling their product, have actually worked on closing the lifecycle to minimize the impact of externalities.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carol Williams

Sandra Xenakis

July 9, 2008 2:19 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sandra Xenakis

Ann Steele

July 9, 2008 2:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Now is the time to address the issue of misrepresentations in ethanol advertising.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ann Steele

Lois Cutter

July 9, 2008 1:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution. Furthermore diverting corn to ethanol production rather than food is adding to world's shortage and cost of grains and thus hunger.

The FTC should conduct its next public meeting on environmental marketing of ethanol and change the "Green Guides" to be based on best science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lois Cutter

Karen Shovein

July 9, 2008 1:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Karen Shovein

anne hammond

July 9, 2008 12:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

corn ethanol is causing a real spike in food prices. Land is being cleared for growing more corn instead of more food; the trees being cut are causing more global warming and speeding up the killing of the planet and all its life. We must keep up a balance of nature, no merely sate our "me" and "now" desires.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
anne hammond

amelia caruso

July 9, 2008 12:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol production also transfers arable soil from food production to a questionable fuel at a time when the world is experiencing serious food shortages. And, at the same time, we find that using ethanol seriously decreases the mileage we can get from each gallon of fuel purchased. It is time to remove this questionably "green" fuel from the market and return to growing food for a hungry world.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
amelia caruso

Alan Brockway

July 9, 2008 12:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission updates its "Green Guides" for environmental marketing and advertising, I urge you to review carefully the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Alan Brockway

Britt Griswold

July 9, 2008 11:37 AM

Chairman William Kovacic

Subject: Green Guides - address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please act to make sure proper market incentives are in place so sound choices can be made by consumers.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Britt Griswold

Emilie Marlier

July 9, 2008 11:06 AM

Chairman William Kovacic

Subject: misleading ethanol advertising

Dear Chairman Kovacic,

Environmental advertisements for ethanol as a green alternative are popping up all over. These green-marketing techniques are often not based on sound science.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Emilie Marlier

rosamund palmer

July 9, 2008 9:37 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Tell the truth about "bio" fuels!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
rosamund palmer

J Huff

July 9, 2008 8:31 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Additionally, ethanol fuel gets LES mpg than does other available fuels. And diverts from food production and leads to higher food costs.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
J Huff

Gerald Lindhorst

July 9, 2008 8:04 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

PLEASE!!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gerald Lindhorst

Edward Ganshirt

July 9, 2008 7:46 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

So I can instruct my elected representatives (Senator Kennedy, Kerry and Congressman Markey) to continue funding your agency, I demand that you address this issue:

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am telling 10 other friends to keep watch your agency's action on this issue. Should you fail to act, we will push for funding cuts to your agency.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Edward Ganshirt

John Thorp

July 9, 2008 12:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

DO THE RIGHT THING!!!

....of, by, and for the people, the environment, and the planet.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Thorp

michael wiggin

July 8, 2008 11:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The so called "green-marketing" around corn ethanol production is misleading and should be taken off the air. This is not only a classic example of reshuffling deck chairs, but it is also adding deck chairs to an overcrowded deck. Global warming is a serious issue and companies such as GM should not be allowed to use public airwaves to misinform the public and make a profit off of it.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
michael wiggin

Bryan Winget

July 8, 2008 11:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, water use and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I think all fuels and fuel additives should be covered in the "Green Guides".

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bryan Winget

Linda Vician

July 8, 2008 11:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). In various careful analyses I have read, corn barely makes more fuel than is used to grow it. In light of the current food shortages around the world, using corn to produce automobile fuel is unconscionable.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Linda Vician

Ellen Levine

July 8, 2008 10:19 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, using corn to produce ethanol depletes our food supply.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ellen Levine

Tamara Alibeckoff

July 8, 2008 10:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The Brazilians make their ethanol with waste products from sugarcane. Likewise, bio-diesel can be made with waste grease. Certainly other plants--kudzu, which people have tried to poison instead of taking advantage of?--can be used. To raise corn (which isn't the best source of ethanol to begin with) for fuel and not food, seems to be a misplaced priority at best and a careless waste of food at worst.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Tamara Alibeckoff

Chris Andria

July 8, 2008 10:12 PM

Chairman William Kovacic

Subject: Ethanol advertising

Dear Chairman Kovacic,

Ethanol is a joke. We are burning down rainforests to produce corn for fuel. How can this possibly be green? Please do not allow such false advertising.

We can not passify ourselves that we are doing the earth good by switching to ethanol. Marketing will convince the public this is the green choice when in all actuality that is just not true. This false advertising will lure us into not examining truly green ways to cope with our energy use.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Chris Andria

Samuel Inabinet

July 8, 2008 9:25 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you, as an American and a human being, to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Your action or inaction regarding this and related concerns will be remembered by all of us who must live in the world that you are shaping right now. We are all in this together. If your office is required to respond to this message, please do so by email only.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Samuel Inabinet

Judy Skog

July 8, 2008 9:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol is not the answer to our energy problems, especially corn-based ethanol. Please take steps to protect the consuming public from deceptive claims about corn-based ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Judy Skog

Kenneth Baum

July 8, 2008 7:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production has a marginal, if any, value in its impact on global warming. Diversion of grains into fuel production probably does have a significant impact on global hunger.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kenneth Baum

Robert Leonard

July 8, 2008 7:19 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for protecting the public!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Leonard

William Schomp

July 8, 2008 6:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This is important. Please follow the science; please don't distort the science. Please tell the truth. Thanks, William Schomp

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Schomp

Michael Donovan

July 8, 2008 5:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

It is hard for the average citizen to know who is right in the corn based ethanol debate.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michael Donovan

Bruno & Michlyn Zagar

July 8, 2008 5:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn is not the answer, switch grass is not the answer, hemp is the answer. Towering fields of hemp that require no fertilizers!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

Bruno %pa_first_name% Michlyn Zagar

Cheryl Kassed

July 8, 2008 4:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have recently exploded, but these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Cheryl Kassed

Diana Ginnebaugh

July 8, 2008 2:58 PM

Chairman William Kovacic

Subject: Green Guides - ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am a researcher at Stanford University looking at the air pollution impacts of using ethanol in FFVs - and the results point to increasing ozone formation when ethanol (E85) is used instead of gasoline. This is a serious concern and is another reason the claim that ethanol is better for the environment is false.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Diana Ginnebaugh

Kay Gabriel

July 8, 2008 2:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Advertisements marketing ethanol as a green alternative to gasoline, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Fertilizer use, energy for processing, and land use for corn ethanol production could actually increase global warming pollution over today's gasoline. Please review carefully the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) when the Federal Trade Commission reviews "Green Guides" for environmental marketing and advertising.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kay Gabriel

Judy Christianson

July 8, 2008 2:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We really need to come "face to face" with the realities of biofuels, especially ethanol. Consumers need information, not "hipe".

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Judy Christianson

Henry Ickes

July 8, 2008 2:00 PM

Chairman William Kovacic

Subject: Can't "Green Guides" talk about ethanol advertising?

Dear Chairman Kovacic,

Can the Federal Trade Commission's "Green Guides" also review the marketing of corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs)?

I've noticed a lot of advertising for ethanol as a "green" alternative to gasoline recently. Yet I fear that these marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on solid science. In fact, when we consider the use of fertilizers, additional energy required for ethanol processing, and the required amount of land, corn-based ethanol production could threaten an increase in the production of global warming pollution over today's gasoline.

Let's have a much closer look at this "latest-and-greatest" technology!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Henry Ickes

Steve Ladrech

July 8, 2008 1:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Truth and integrity should be of great concern as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising. I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, do not seem to be based on sound science. If indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, then we must act responsibly and with the integrity this country deserves.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Steve Ladrech

Brandon Fouts

July 8, 2008 12:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Can you help STOP CORN-based Ethanol ?

As the Federal Trade Commission reviews its "Green Guides" - I urge you to review the marketing of today's CORN-based ethanol.

Considering fertilizer use, energy for processing, and land use current CORN ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also REMOVE \$.50 tax on Brazilian Ethanol imports.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Brandon Fouts

Goran Blomberg

July 8, 2008 12:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

"Environmental" advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Goran Blomberg

Catherine Boulanger

July 8, 2008 12:22 PM

Chairman William Kovacic

Subject: Truth in ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. However, these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Therefore, I ask for truth in advertising laws.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Catherine Boulanger

Kristopher Prow

July 8, 2008 12:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I knew from day one of hearing about ethanol that it was not the answer that America so desperately needs. Just another example of complete and unrelenting greed and contempt for human life brought on by our by the few who would call themselves "leaders"

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kristopher Prow

Kimbal/Debra Sundberg

July 8, 2008 12:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Information concerning ways to protect our environment should be based on facts, not marketing. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing /distribution, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kimbal/Debra Sundberg

Gary Ray

July 8, 2008 11:55 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We are at a moment in our history when the importance of following the advice of top scientific expertise is vital to our future. There is scant debate within the scientific community on argument that ethanol, as presently produced, represents a sustainable alternative to gasoline. The best soils in the Western Hemisphere are being designated to produce a fuel that creates more global warming pollution than gasoline. We should be producing food for the US population on these lands. We can use switchgrass, grown on soils of marginal fertility to produce ethanol. This issue is more about vested interests of the agribusiness lobby than sound science.

The Green Guides should promote the best innovations on the table. I am in my mid-fifties and I ride a bicycle whenever I can to get where I need to go. Please make my sacrifice for a cooler planet mean something.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gary Ray

Sharon Potter

July 8, 2008 11:40 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Stop ethanol use which creates a food shortage and it is doubtful that it saves the environment.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sharon Potter

Margot VanEtten

July 8, 2008 11:28 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. In addition, diversion of corn to power our vehicles contributes to the food crisis that now afflicts poor countries. For both of these reasons, ethanol from other sources should be supported.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Margot VanEtten

adele rustino

July 8, 2008 11:12 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
adele rustino

Alan Forsberg

July 8, 2008 10:50 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I was shocked to learn that one tank of corn-based ethanol is made out of enough food to feed a person for an entire year. It also takes enormous amounts of water to make and will likely result in MORE greenhouse gases being released compared to conventional fossil fuels. I am committed to reducing our dangerous dependence on foreign oil and reducing my ecological footprint on our abused environment. Corn-based ethanol is not the answer as it is largely the cause of the current world food crisis and is likely to result in widespread starvation and political unrest abroad. It is also not ecologically any better - indeed could be far worse than gasoline.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline not to mention hunger and political unrest.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Alan Forsberg

Robert Kendall

July 8, 2008 10:38 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

You probably do not need another lecture on the subject of ethanol as a fuel. What you may not see enough of are warnings from concerned citizens that we are swamped with biased and misleading "news" reports. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Please, please act to slow or even stop the advocacy of tajeen feed out of the mouths of the poor to generate costly fuel for yet more SUV/s.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Kendall

Robert & Debi Langfelder

July 8, 2008 9:16 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Please extend the TAX CREDITS for solar and other renewables. Being addicted to oil just increases the chance of a major nuclear war in the Middle_east.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert %pa_first_name% Debi Langfelder

Henry Barrett

July 8, 2008 8:57 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Hello.

I am a ten year old, yet I am EXTREMELY concerned with the enviornment! I am the only vegetarian in my immediate family, though we all recycle everything possible. I am writing because I have heard that Ethanol makes moreglobal warming than regular gas, and I would appreciate it if you would include this in the new Green Guides.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Henry Barrett

NICKIE MCNICHOLS

July 8, 2008 8:15 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Already, people are starving or going hungry because of the incredible price hikes in food, attributed to the widespread switch from growing food for food to growing food for fuel. I don't think this is right or fair. Why should we make a few agri-businesses rich at the expense of poor people in our Nation and others? This has got to stop, or change drastically.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
NICKIE MCNICHOLS

Alan J Nishman

July 8, 2008 7:46 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Please do not blindly support ethanol that is produced in environmentally unsustainable ways.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Alan J Nishman

Brion Levitsky

July 8, 2008 4:22 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. If you want to get serious about ethanol, then let's explore switchgrass, hemp, sugarcane, trash to gas and other more environmentally and economically realistic alternatives. The price of food is rising fast enough as a result of oil cost increases. Do something truly smart for a change.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Brion Levitsky

Patricia Matejcek

July 8, 2008 2:57 AM

Chairman William Kovacic

Subject: Green Guides must address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Patricia Matejcek

Jon Gjestvang

July 8, 2008 2:39 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

ALTHOUGH I DID NOT WRITE THIS, I VERY STRONGLY AGREE WITH THE ABOVE. THE WAY ETHANOL IS PUSHED NOW SEEMS TO BE A CASE OF TAKING THREE STEPS BACKWARD FOR EVERY STEP FORWARD....IS THAT NOT THE WRONG DIRECTION?
PLEASE GIVE YOUR BEST EFFORT TO HELP WRIGHT THIS WRONH

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jon Gjestvang

John M De Noyer, PhD. & Ann H Csonka

July 8, 2008 2:38 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

YOU HAVE AN OPPORTUNITY to ?do the right thing?.

As an earth scientist with broad expertise in physics and engineering as well, John is appalled by the advertising for these products. Ann's field is science information, so it is equally appalling to see how people are being intentionally duped.

We both want to see the FTC take responsibility for ensuring truth in advertising and sound science-based information in the Green Guides.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

John M De Noyer, PhD. %pa_first_name% Ann H Csonka

joshua bigley

July 8, 2008 2:05 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
joshua bigley

Kenneth Bergman

July 8, 2008 1:22 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review and reconsider the marketing of today's corn-based ethanol.

Environmental advertisements for ethanol as a green alternative to gasoline have appeared recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over that of regular gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kenneth Bergman

Nicole Laubach

July 8, 2008 12:28 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Additionally, it appears that biofuels are partly to blame for rising food prices across the globe.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nicole Laubach

Natalie Houghton

July 7, 2008 11:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline have become widespread. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science; when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Natalie Houghton

Kathy Doyle

July 7, 2008 10:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol- or gasoline-powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These advertisements, such as General Motors' "Live Green, Go Yellow" campaign, are not backed up by sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kathy Doyle

Emilie Renner

July 7, 2008 10:48 PM

Chairman William Kovacic

Subject: Old Fashioned Ethanol Facts in Green Guides

Dear Chairman Kovacic,

Ethanol is not always an environmental solution. It depends how it is made. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Emilie Renner

Elena Tucci

July 7, 2008 10:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. There are people working to make this world a better place by offering safe and viable alternatives to fossil fuel use. Than, there are the people trying to make a quick buck by preying on peoples' new found (and oftentimes, underdeveloped) awareness and vulnerabilities--be them economic, environmental or patriotic. These type of capitalists are are unethical, short-sighted and selfish; if they are able, they will ruin it for all of us.

I'm all for the free market and exchange of ideas but how will the good ideas be heard if the bad ones go unchecked? Dishonest and dangerous claims will work to deteriorate our values and diminish our society. The best solution is to encourage and enforce ethical standards of behavior in advertising (with regard to environmental, scientific claims). It is up to you to ensure the American consumer is not fooled or manipulated into thinking they're making the best possible choices.

Thank you for you time and consideration of views on this important matter.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Elena Tucci

Jean Ferstl

July 7, 2008 10:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Furthermore, the use of corn for fuel will only increase the shortage of corn for food. At a time when food costs are skyrocketing for a variety of reasons we do not need to add the shortage of food sources to the list of reasons for the high price of food. Keep corn for our food supply.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jean Ferstl

Liz Kehas

July 7, 2008 9:52 PM

Chairman William Kovacic

Subject: Green Guides to address truth in ethanol advertising

Dear Chairman Kovacic,

While Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of biofuels including corn-based ethanol and "Flex Fuel" vehicles powered by ethanol or gasoline (FFVs).

In the US, corn based ethanol has been heavily marketed as a green alternative to gasoline. Unfortunately, these campaigns do not take into account the entire lifecycle of corn ethanol production in the US. When the effects of fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, despite lowered auto emissions by its end use in automobiles. Thus, many green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Liz Kehas

Julie Gartside

July 7, 2008 9:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is true that consumers are in great need of an alternative to gasoline. But more than that, we need to be told the truth about biofuels. Please take steps to assure that the truth will be told.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Julie Gartside

Anna Nowack

July 7, 2008 8:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The real answer to global warming and the gasoline crisis is public transportation, carpooling and not being lazy....meaning ride or walk. As a nation we need to encourage these helpful skills and we will become healthier and more sustainable.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Anna Nowack

Lucy Hull

July 7, 2008 8:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Some biofuels may well be part of a sound energy policy. Let's not give the whole group a bad name over corn ethanol production.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lucy Hull

David Bruderly

July 7, 2008 8:12 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

However, there are ways to make ethanol fuels that offer real environmental benefits. Simply require companies to disclose life-cycle emissions at the point of sale and consumers will demand that ethanol be made from crops using sustainable production methods and processed using the cleanest, safest most efficient processes possible.

Educate and empower the consumer with accurate information and ethanol will become a green fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Bruderly

Scott Stuckman

July 7, 2008 7:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am writing to ask you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as the FTC reviews its Green guides.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently yet are not based on sound science. When fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Scott Stuckman

John Kohlenberger, HHP

July 7, 2008 6:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Trash can be used as well - and it is plentiful and FREE!

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution as well as increased cost over today's gasoline.

Any society or economy that turns good food sources into energy sources - just for profit - is doomed to fail!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Kohlenberger, HHP

j c

July 7, 2008 6:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

sticker mpg claims should include reduced specifications when using 20 or 85% ethanol. in addition, car makers usually attempt to raise the compression ratio to better utilize the octane improvement with ethanol, this results in many owners with "gas that pings" when using regular gasoline. it is a deceptive method when the customer is pushed inadvertently to premium to "correct" the "cheap gas" syndrome.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

j c

Olive Mayer

July 7, 2008 6:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely, Olive Mayer

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Olive Mayer

Jean Maryborn

July 7, 2008 6:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am a grandmother of 7, concerned about many aspects of our global situation they inherit. A letter by me was published last week in the Spokesman Review (Spokane WA) about the need to find new sources of oil through conservation and innovation, such as biofuels, but not the corn based ethanol that is exacerbating the food crisis worldwide.

Therefore, As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jean Maryborn

Martha Dahlinger

July 7, 2008 6:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Other concerns about the use of corn-based ethanol are the amounts of water used to grow this crop and taking land out of use for food crops.

I encourage you to consider these concerns in your review.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Martha Dahlinger

Barbara Rhine

July 7, 2008 6:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It's important that we get it right from now. We've stumbled into almost-catastrophic climate change through a combination of inattention and wishful thinking. Now we really have to focus on implementation of sensible approaches only.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Barbara Rhine

John Harter

July 7, 2008 6:12 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There should be a fuel produced which does not contribute to global warming.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Harter

Lawrence Shields

July 7, 2008 5:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please, I urge you to consider true valid science were taking into consideration the true result of advertising that does not show an accurate picture in regards to what needs to be accomplished to make this a more healthy planet. thank you .

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lawrence Shields

Christy Wyckoff

July 7, 2008 5:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Corn based ethanol may be good for the corn belt of America, but may not be the "cure-all" that it is touted to be. Please help educate the public on the good AND the bad of corn based ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Christy Wyckoff

Norma Van Dyke

July 7, 2008 5:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Norma Van Dyke

beth owens

July 7, 2008 4:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

There is another side to using corn for fuel production which effects the pricing and availability of food goods. While recently shopping at our local co-op i noticed a sign on the flour bin which explained why the cost of flour had gone up by 30 cents/lb. The explanation tied into the fact that farmers were switching to growing corn instead of traditional crops to receive the subsidies. who is paying attention to this and for this???? let's look at the total picture!!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
beth owens

Aimee Loubert

July 7, 2008 4:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also, why is the focus of bio-fuels on using corn instead of using the corn for food and using the corn stalks and other plant waste products to make bio fuels instead of using food. The technology is out there, and with government support will continue to improve in efficiency.

But for now, truth in advertising can be addressed today.

As far as the transportation costs, small, local plants need to be dotted around so that locally grown plants by local farmers can be delivered to local gas stations (within 75 or so miles). This plan would boost local economies, create local jobs, use less petroleum (and, if sources are not grown with commercial fertilizers, minimal petroleum for growth enhancers where local cow manure will do just fine). If cellulose biofuel is manufactured in this way, it could reduce waste and fuel use. Crops could do double duty as food and their waste products used for fuel. Win/win situation, but not the way it is all being done now.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should

conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Aimee Loubert

Craig Swanson

July 7, 2008 4:19 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Is continued misinformation and superficial feel-good policy the best we can do?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Craig Swanson

Steve Leuty

July 7, 2008 4:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As part of the Federal Trade Commission review of "Green Guides" for environmental marketing and advertising, please include a review of the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Steve Leuty

Kathleen Oehme

July 7, 2008 3:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the subsidizing and marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. There has been little press or interest in exploring other, more efficient fuels for ethanol, such as grasses, which would eliminate the need for fertilizers that corn requires. If we eliminated the subsidies that farmers get for growing corn for ethanol, we would also eliminate the food shortages we are experiencing world wide.

Corn ethanol is a losing proposition. I urge you to require total carbon information in any alternative fuel sources we are exposed to so that consumers can make wise choices at the pump and also influence our congress people to do what's right, not what's pushed most loudly by lobbyists.

Thank you.

Sincerely, Kathleen Oehme

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kathleen Oehme

Mabel McElhaney

July 7, 2008 3:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mabel McElhaney

Scott Samuels

July 7, 2008 3:44 PM

Chairman William Kovacic

Subject: Ethanol advertising

Dear Chairman Kovacic,

As a scientist from Montana, I urge you to carefully consider the marketing of corn-based and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as you review your "Green Guides" for environmental marketing and advertising.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Scott Samuels

John Berge

July 7, 2008 3:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Corn-based ethanol has been sold to congress and the public as a green solution when it very well may be an addition to the problem of global warming and the high cost of food in this country and around the world. My wife and I have written and spoken on this issue within the Sierra Club, but it may take the FTC to make sure that we are not continually fooled into thinking corn-based ethanol is a panacea.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Berge

Helen Spalding

July 7, 2008 3:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Instead, these programs were dreamed up by politicians who wanted to increase subsidies to farmers, particularly those in the Midwest states, where the politicians needed votes. It had nothing to do with lower cost fuels, or environmental protection. On both of these fronts, ethanol fails miserably. We would make more progress in these areas by the simple process of conservation. Conservation also doesn't raise food prices! Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Helen Spalding

Yun Wang

July 7, 2008 3:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. This is truly a bad situation.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Yun Wang

Craig Melby

July 7, 2008 3:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Craig Melby

William Davis

July 7, 2008 3:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Ethanol is part of the energy problem, not part of the solution. Not only is it too expensive and energy-consuming to produce but it drives up the price of food and results in more starvation.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. The corporations behind these ads are liars and should be penalized for lying. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Once again, American corporations are lying and criminally responsible for global warming, global scans and global balony.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Davis

Vivian Riffelmacher

July 7, 2008 2:37 PM

Chairman William Kovacic

Subject: Green Guides MUST address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Ads for ethanol as a green alternative to gasoline are incredibly irresponsible in light of the fact that greenhouse gas emissions from burning ethanol are **WORSE** than from burning fossil fuel.

Please take this into account.
Thank you!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Vivian Riffelmacher

Elizabeth Ingianni

July 7, 2008 2:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Not only that, but corn for ethanol has replaced many of the crops previously grown where I live in eastern NC. It affects food prices not just for food made from corn but the cost of other item produced from the crops that were displaced for corn.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Elizabeth Ingianni

Maia Maia

July 7, 2008 2:25 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission is reviewing "Green Guides" for environmental marketing and advertising.

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Maia Maia

Jessica Krow

July 7, 2008 2:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Our government is supposed to educate consumers, not confuse them with falsehoods about the advantages of corn ethanol, a terrible choice from any perspective but that of large corn growers.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jessica Krow

Lynnette Hertzner

July 7, 2008 2:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely, Lynnette Hertzner

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lynnette Hertzner

Marceline Gearry

July 7, 2008 2:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. In addition to this information, because so much corn is being grown to make ethanol, corn a major grain source for food is becoming scarcer with increased cost. The floods in the midwest will impact production greatly.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marceline Gearry

J.M. Austin, Sr

July 7, 2008 2:01 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Instead of these scattered efforts, we need a comprehensive strategy which emphasizes the following points:

- Instead of using ethanol-fueled vehicles to replace like size gasoline or diesel vehicles, we need to incent vehicle buyers to downsize when purchasing a replacement vehicle- - i.e. conserve energy regardless of source.
- There must also be an incentive for building owners to replace old energy-guzzling HVAC systems with more modern efficient ones. (Heating, Ventilating and Air Conditioning)
- Towns near salt water should be encouraged to approve and install off-shore wind turbines, with co-generation of electric power and hydrogen, both of which will be piped ashore to nearby towns.
- The sale of hydrogen fueled vehicles should be encouraged in and near these coastal areas once hydrogen is available at competitive prices.
- Coal-burning power plants should be gradually replaced by wind turbines and photo-voltaic generation.

- There must be no subsidies for extracting oil from shale - - this process is very inefficient, and ruins huge plots of land.

- There is no such thing as "Clean Coal". We should not fund any research in this area, because the mercury and other heavy metals inherent in coal are spread over hundreds if not thousands of square miles from every powerplant smokestack.

Ethanol, even more efficient ethanol from sawgrass, etc., is a useful "bridge" fuel, but the world supply of corn for food uses must not be compromised for ethaol production.

BOTTOM LINE: CONSERVE ENERGY - it's good for the planet !!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
J.M. Austin, Sr

Nancy MacLean

July 7, 2008 1:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

WE CANNOT SOLVE THE PROBLEMS IF WE DO NOT USE TRUTHFUL, FACT BASED ANALYSIS TO COME TO SOLUTIONS. WE ARE PAST THE STAGE OF "HYPE." LETS DO THE RIGHT THING FOR THE NEXT GENERATION.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nancy MacLean

asit sen

July 7, 2008 1:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Kindly give this issue your immediate attention, which it needs because of the widespread mix of ethanol with gasoline at fuel pumps throughout the country. We should not take any step which exacerbates the climate issue any more. As you are aware, our time frame for taking action to avoid the worst consequences is extremely narrow. Thanking you, Asit Kumar Sen.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
asit sen

susan dennis

July 7, 2008 1:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
susan dennis

Bright Dornblaser

July 7, 2008 1:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I want to begin by saying that I support the appropriate development of biofuels which result from new technology rather than a subsidy for old technology. In this vein, I support biofuels from cellulose waste rather than corn or other food products.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bright Dornblaser

Chad Ice

July 7, 2008 1:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). It is vital that consumers are made aware of, or at least able to educate themselves about, corn-based ethanol versus other sources of this fuel.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Chad Ice

Mikki Herman

July 7, 2008 1:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

PLEASE, LET'S NOT COMPOUND THE MISTAKES AND INACTIONS OF THE LAST 30 YEARS. OUR FUTURE DEPENDS ON THOUGHTFUL, COURAGEOUS LEADERSHIP. WE'VE ALREADY DELAYED TAKING RESPONSIBILITY BY DECADES, LET'S NOT RUSH TO "SOLUTIONS" THAT ARE NOT SOLUTIONS AND FOR ALL THE WRONG REASONS. COURAGE; WE NEED REPRESENTATIVES WITH STEEL IN THEIR SPINES...

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mikki Herman

Kathryn Hunter

July 7, 2008 1:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please do your part to assist (not confuse or mislead) the public to make informed and accurate decisions that are based on truthful and accurate facts concerning their alternative energy choices. Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kathryn Hunter

Daphne T Stevens

July 7, 2008 12:57 PM

Chairman William Kovacic

Subject: Urgent, Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

YOU HAVE THE POWER TO MAKE A DIFFERENCE ACT NOW.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Daphne T Stevens

Marlene Kline

July 7, 2008 12:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Fertilizer use, energy for processing, and land use must be taken into account. Corn ethanol production could actually increase the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marlene Kline

Paul Yoder

July 7, 2008 12:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Paul Yoder

Toan Le

July 7, 2008 12:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Tell the oil and auto industries to stop lying as they continue to rape and pillage the planet and people.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Toan Le

James Sorrells

July 7, 2008 12:36 PM

Chairman William Kovacic

Subject: Let's Be Clear.....Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We owe it to our children to protect and preserve the environment and all of its inhabitants. It is the legacy we leave with them and the future they have before them. "We simply need that wild country available to us, even if we never do more than drive to its edge and look in. For it can be a means of reassuring ourselves of our sanity as creatures, a part of the geography of hope." -Wallace Stegner, the Wilderness Letter

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Sorrells

tatiana Stanton

July 7, 2008 12:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

If we invest in ethanol, we need to be investing in biomass other than corn. The effect of corn ethanol production and/or speculation has resulted in huge hikes in feed costs in the US and food costs in Mexico. As a livestock producer, I was lucky, I locked in my corn price for 2008 in December 2007, but few other livestock producers have this option. Because, the economy is tight, I find that consumers are hard pressed financially and prices being offered for my breeding stock and slaughter animals are less than in recent years.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
tatiana Stanton

Stephen Mudrick

July 7, 2008 11:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Stephen Mudrick

Meredith Stone

July 7, 2008 11:56 AM

Chairman William Kovacic

Subject: Green Guides and ethanol advertising

Dear Chairman Kovacic,

I am writing to urge you to review the marketing of corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as the FTC reviews its "Green Guides" for environmental marketing and advertising.

Advertisements for ethanol that misleadingly promote it as a green alternative to gasoline seem to be everywhere. For example, General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When you take into account fertilizer use, energy for processing, and land use, current corn ethanol production could actually represent an increase in the production of global warming pollution, not an improvement over gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Meredith Stone

John Shippey

July 7, 2008 11:49 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol for fuel is a false economy. Ethanol from corn is so unefficient that it is upside down. Please consider the real cost of so-called Flex Fuel and the other false marketing labels.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Shippey

bryn hammarstrom

July 7, 2008 11:44 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As an RN, rural resident, and father of two daughters, I am angry about the bipartisan "rush to corn-based biofuel". I have grown corn on our farm, and am aware of the intensive "inputs" it needs in fertilizer, fuel, herbicides, and labor.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
bryn hammarstrom

Jean Sideris

July 7, 2008 11:38 AM

Chairman William Kovacic

Subject: Address ethanol advertising in Green Guides

Dear Chairman Kovacic,

Please take the steps below to ensure ethanol advertising is part of your Green Guides.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jean Sideris

Corey E. Olsen

July 7, 2008 11:27 AM

Chairman William Kovacic

Subject: Green Guides must address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its 'Green Guides' for environmental marketing and advertising, I strongly urge you to review the marketing of corn-based ethanol and so called 'Flex Fuel' ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' 'Live Green, Go Yellow' campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over gasoline.

This must be addressed.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Corey E. Olsen

Augusta Goldstein

July 7, 2008 11:26 AM

Chairman William Kovacic

Subject: Ethanol advertising can be misleading

Dear Chairman Kovacic,

Ethanol does NOT need to be corn based. Even George Bush has acknowledged that other vegetable matter ("switchgrass") can be used to create ethanol -- more cheaply and with less environmental damage than with corn. Nor do we need to rely on large producers of ethanol to satisfy our need to replace oil. Don't be the victim of large corporate interests and advertizing in your search to solve the nation's energy needs.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Augusta Goldstein

Deanna Daniel

July 7, 2008 11:22 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please assist us!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Deanna Daniel

Ryan Rhodes

July 7, 2008 11:18 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We need the correct information if we want to make smart choices. If we are misinformed about ethanol, we will make bad choices.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ryan Rhodes

Christopher Buck

July 7, 2008 11:18 AM

Chairman William Kovacic

Subject: FTC's Green Guides need to address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its Green Guides for environmental marketing and advertising, I urge you to include biofuels (especially corn-based ethanol and so-called "flex fuel" ethanol/gasoline powered vehicles).

Advertisements for ethanol as a green alternative to gasoline--such as General Motors' "Live Green, Go Yellow" campaign--are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually increase, not decrease, the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Christopher Buck

Denise Lutenbacher

July 7, 2008 11:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This is the position taken by an environmental group that I follow. I personally have no documentation or facts to back any of this up. Environmental issues these days draw a lot of commentators that sound like they speak from knowledge and then I find out later that bluster does not necessarily mean truth. As the chairman of the FTC, I would hope that you would do your best to make certain that your guidelines for any energy or environmental issue would be based on sound scientific and environmental principles. Please let us count on our government for truth from your department - it would be a nice change of pace from the government in general.

Knowledge is power - please share yours and that of the experts at your disposal.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Denise Lutenbacher

Clifford Bunton

July 7, 2008 11:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Although the current corn based ethanol program serves no useful purpose, and is making the present energy crisis worse, there is need for a well designed bioenergy program. Such a program has to be based on sound science and well thought out technology.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Clifford Bunton

Shauna McAuliffe

July 7, 2008 11:03 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is important during this crucial time in which companies and individuals with their own agenda are marketing/advertising in ways that are flashy to sell their products. Many Americans do not or cannot research these items and it is important that someone is looking out for all our interests. Corporate America has taken over this Country solely based on greed. Please do what you can any help you can provide would be greatly appreciated.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Shauna McAuliffe

Anne Merrill

July 7, 2008 10:41 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please ensure that the true cost information regarding corn-based ethanol is part of the program.

Many current so-called "green" ads do not take into consideration issues such as fertilizer use, energy for processing, and land use. As a result, current corn ethanol production may actually represent an increase in the production of global warming pollution over today's gasoline....not to mention the negative impact on the price of food.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Anne Merrill

Michelle Kavanaugh

July 7, 2008 10:37 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am writing as a member of our Unitarian Universalists Social action committee and a very concerned citizen of Hot Springs --and the world

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michelle Kavanaugh

Constance Kozel

July 7, 2008 10:33 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Pleasen the world needs the food more than the gas from corn. WE MUST not use food products to produce fuel while people are hungry and prices are going beyond what many cannot afford.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Constance Kozel

Shae Birkey

July 7, 2008 10:28 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol production is also removing highly erodible lands from CRP and creating more soil erosion. By removing lands from CRP, we are also losing valuable wildlife habitat and removing hunter dollars from our economy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Shae Birkey

Lisa Wagner

July 7, 2008 10:08 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am currently a student at the University of South Florida and am undertaking a project concerning the validity of the Department of Energy's statement that fuel efficiency is decreased by 2-3% while using E10 versus conventional gasoline. Of the several hundred anecdotal experiments I have performed, the truth is 5-7% for fuel flex vehicles and 10-40% for all cars that are three years to 15 years old. According to my personal calculations, to travel 1000 miles in my car using E10 I use 9.67 more gallons of conventional gasoline and spend ~\$85 more therefore adding to the pollution crisis as well as using more of our precious resources, and depleting my transportation monies in an already inflated market. Ethanol is not the answer as it currently stands

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lisa Wagner

Scott Vickers

July 7, 2008 9:52 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Furthermore, the use of crop plants for "green" energy has helped lead to today's worldwide food crisis.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Scott Vickers

Cynthia Halderson

July 7, 2008 9:48 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As a nation, we cannot afford to proceed down an unproductive path -- gaining a minimal increase in fuel efficiency at a high cost in resources and global warming. Thank you for your consideration of this request.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Cynthia Halderson

C. Peter Lillya

July 7, 2008 9:43 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Asserting that ethanol from corn or soybeans can move the US toward independence from foreign oil is a dangerous misconception.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
C. Peter Lillya

Matt Anderson

July 7, 2008 9:38 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The current production for ethanol is 1.3 units produced for every 1 unit of fossil fuel burned harvesting and making the ethanol. It's pretty much a wash. If we intend to use ethanol to move away from foreign oil, we need to find other sources that produce more ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Matt Anderson

James Friedrich

July 7, 2008 9:36 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called Flex Fuel ethanol or gasoline powered vehicles.

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Friedrich

Nancy Lee Trihey

July 7, 2008 9:26 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

One of the disturbing consequences of increased corn production for ethanol is deforestation, when forest land is cleared to produce crops for ethanol. Forests serve many environmental functions, including the absorption of carbon and production of oxygen.

Focusing on another serious consequence, a news story I heard this morning reported that the increased production of corn for ethanol has caused food prices to increase 75%, which could lead to famine in poor countries.

Please, let's focus on conservation and on wind and solar power and use our agricultural land to produce food for people.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nancy Lee Trihey

Jane Carter

July 7, 2008 9:24 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of corn-based ethanol and "Flex Fuel"-powered vehicles (FFVs).

Advertisements which suggest that ethanol is a green alternative to gasoline have exploded recently. Such green-marketing techniques (e.g., General Motors' "Live Green, Go Yellow" campaign) are not based on sound science. While the burning of ethanol itself may produce less "greenhouse" gas, the fertilizer, energy for processing, and land used in current corn ethanol production will likely cause more global warming pollution than does production of today's gasoline.

These "green" advertisements, thus, are a sham; producers of ethanol should be required to divulge the full effects of corn-based ethanol production. I hope the FTC will make this a requirement.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jane Carter

Joyce Dewsbury

July 7, 2008 9:23 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need to look at all alternative energy sources. A viable one is that of electric cars. What happened to the research in that area?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joyce Dewsbury

Christian Schwoerke

July 7, 2008 9:02 AM

Chairman William Kovacic

Subject: Help revise ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Christian Schwoerke

George Cary

July 7, 2008 8:53 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

George Cary

Basalay, Cary %pa_address% Alstadt, Architects, Ltd.

Debbie Vasco

July 7, 2008 8:50 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. I, also, urge you to consider other environmental issues such as saving the Chesapeake Bay.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Debbie Vasco

Dan Petersen

July 7, 2008 8:49 AM

Chairman William Kovacic

Subject: Green Guides addressing ethanol advertising

Dear Chairman Kovacic,

I am writing to urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I think this is a very important consideration.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dan Petersen

Michael Kelly

July 7, 2008 8:48 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

In order for the most effective resolution of our energy problems to occur, there must be complete candor and objectivity based on sound science and a thorough analysis of ALL factors.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michael Kelly

Christine Willis

July 7, 2008 8:47 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Obviously, this is a huge issue for our country right now and clouding the facts will only exacerbate the problem. Please help!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Christine Willis

mark peters

July 7, 2008 8:41 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The impact on food sources will hurt those with economic disadvantages, provide no significant gains in regards to energy and have a continued negative impact on our environment. Why go down this fruitless path?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
mark peters

John McCreery

July 7, 2008 8:34 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

It has been said that 22 gallons of corn based ethanol consumes enough corn to feed a man for a year. With global food prices at all time highs how do you think it makes the USA look in the eyes of the hungry?

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John McCreery

Gail Wilcox

July 7, 2008 8:27 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please take action that will educate the public about the reality of ethanol and the misleading advertising that marketers use to 'green wash' their products. This insidious perversion of the truth is contributing to the 'dumbing down' of Americans who are unable or unwilling to analyze the facts and make intelligent choices.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gail Wilcox

Jody Norman

July 7, 2008 8:02 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We desperately need new guides to protect American citizens from misrepresentation of ethanol biofuels as THE answer to our fuel problem. We need accurate reporting on this issue, not sleek advertising that serves no one's long-term interests. Please revise your "Green Guides" to reflect our current knowledge in this area!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jody Norman

Sarah Meiklejohn

July 7, 2008 7:47 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I also believe that there are other bio fuel alternatives, such as switch grass which would, when all elements are weighed, be less costly and do less environmental damage.

Thank you for taking the time to consider this request.

Sincerely,

Sarah L. Meiklejohn

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sarah Meiklejohn

Rebecca Bowen

July 7, 2008 7:38 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Not to mention added pressure on the world's food market, since a vast amount of corn will be used for fuel rather than food. Also fields that may have been used for other grains and vegetables are more profitable as corn fields for ethanol production. This will lead to increased food costs, a by-product of an ill-conceived alternative.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rebecca Bowen

David Givers

July 7, 2008 7:28 AM

Chairman William Kovacic

Subject: Revising Green Guide to ethanol advertising

Dear Chairman Kovacic,

Your job is to assess the science and act on behalf of the consumer. That constitutes your oath of office.

If you do your job honestly, I expect you to find that ethanol E-85 from corn is being wrongly represented by the commercial advertisers.

We may need ethanol to improve clean air levels. You need to make these distinctions in your deliberations and promulgations of rules.

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Givers

Dion Duckett

July 7, 2008 7:27 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to correct the marketing of today's corn-based ethanol and "Flex Fuel" vehicles (FFVs) to include ALL costs and Carbon Dioxide from production.

General Motors' "Live Green, Go Yellow" campaign is a lie. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

WE NEED A VOICE OF REASON.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dion Duckett

Marylin Kraker

July 7, 2008 6:36 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Just because there is a gigantic corn industry, there is no reason to concentrate on corn ethanol rather than more efficient and less polluting ethanol-producing methods and rather than other alternative energy sources. It is not enough to calculate the last step in the process to determine whether a method makes sense -- not corn ethanol, not so-called "clean" coal. Do not sell out our descendants for a few days or weeks of continuing our wasteful energy policies.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marylin Kraker

Carroll Wilson

July 7, 2008 6:13 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Every farmer realizes that corn is a hot grower, requiring lots of fertilizer and water; most of the public doesn't realize this, thinking corn is easy to grow, not realizing the damage to the earth to produce those two ears per stalk.

Not only is corn NOT a reasonable crop to subsidize our fuel needs, but its use as a fuel drives the price up, inflating the price of many of our foods, thereby keeping corn, a crop whose excess we would normally send to poor countries in need, here on our roads feeding our over consumption. Supposedly, there are other crops, a type of sugar cane, that are much more suitable to use as an ethanol base, easier to grow, and less likely to drive our food prices up and deplete a much needed resource to help the poor. To have corn subsidies take over our big farms in order to drive, drive, drive, and in the meantime drive up the prices of so many of our foods, is foolish, again. Please base your decisions on reasonable expectations.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

Carroll Wilson

Mary L. Doyle

July 7, 2008 3:27 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mary L. Doyle

eileen trainor

July 7, 2008 2:49 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Biofuels have caused world food prices to increase by 75 percent, according to the findings of an unpublished World Bank report published in The Guardian newspaper on Friday, July 4.

The daily said the report was finished in April but was not published to avoid embarrassing the US government, which has claimed plant-derived fuels have pushed up prices by only three percent.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
eileen trainor

Mike Smith

July 7, 2008 2:36 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

FTC guidelines must be changed to prevent so called "green-marketing" techniques that are simply not true--such as General Motors' "Live Green, Go Yellow" campaign. You know as well as I do, that when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production will likely increase climate disrupting pollution as much or more than today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mike Smith

ANNE SCHMIDT

July 7, 2008 1:46 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I truly believe the above and urge you to consider this.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
ANNE SCHMIDT

SRIKANTH MADDUKURI

July 7, 2008 1:39 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
SRIKANTH MADDUKURI

Karen Chamberlain

July 7, 2008 1:23 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Recently, environmental advertisements for ethanol as a green alternative to gasoline have greatly increased. However, these green- marketing ploys, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues such as fertilizer use, energy for processing, and land use for fuel instead of food, are taken into account, corn ethanol actually takes more energy to produce, and creates an increase in global warming pollution, over today's gasoline.

Other sources for ethanol, such as switchgrass and other vegetation that isn't food for humans or livestock, also happen to be more energy-efficient and less polluting. But we seldom hear about them in the rush to market the less energy-efficient, greater polluting corn-based ethanol. Please make this information clear in your Green Guides!

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Karen Chamberlain

Wena Dows

July 7, 2008 12:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

How about looking into ethanol from switch grass? It grows on marginal land where corn won't grow. It is NOT a food crop. Please check it out.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Wena Dows

Natalie Greene

July 7, 2008 12:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please help do what is necessary to actually reduce pollution and global warming.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Natalie Greene

Vic VandenBulcke

July 7, 2008 12:16 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As a temporary fix, our oil reserves should be released. And the "Drill Here, Drill Now" campaign as suggested on the web site: AmericanSolutions.com should be seriously considered.

It's also very easy to see and understand that the Oil companies greed for profits has surpassed any reasonable point. They should be made to drill in areas that have been approved for them. Also laws that were early on established to prevent drilling for oil in the U.s. should be reviewed. These measures and perhaps more yet not thought of, can make a huge difference in prices at the pump!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Vic VandenBulcke

Henry Gluckstern

July 7, 2008 12:13 AM

Chairman William Kovacic

Subject: Green Guides must address ethanol advertising

Dear Chairman Kovacic,

I am the former Associate Regional Counsel of the federal EPA office in New York, Region 2. I have been involved in energy and water resource conservation for 40 years.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are grossly false and intentionally misleading. They are not based on sound science, sound economics, or sound environmental theory.

Indeed, when issues like fertilizer use, energy for processing, land use per se, and land taken from the food production chain are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, while at the same time exacerbating the international food shortage.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Henry Gluckstern

Robert Pann

July 7, 2008 12:00 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline is a HOAX.

These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Pann

Ira Shakman

July 6, 2008 11:25 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

After listening to the Illinois Corn Marketing Board advertisements during Cubs baseball, I realise the issue is too important to let the lies continue.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ira Shakman

Leigh Frame

July 6, 2008 11:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of the current corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have recently exploded. These green-washed marketing techniques are not based on sound science. In fact, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over current gasoline.

Is this the direction American really needs to be heading?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Leigh Frame

Steven Norber

July 6, 2008 10:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please see what the rest of the world has used to create ethanol: soy, sugar, switchgrass, wood pulp. These sources are between nearly 3 to almost 10 times more efficient than corn. In fact, it is only in the USA where corn is used to create ethanol.

Please support intelligent ethanol production.

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Steven Norber

Doug and Lee Buckmaster

July 6, 2008 10:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Secondly, the rush to plunge into ethanol amounts almost to an unconscionable concomitant effect on the cost of basic food items to much of the world's poor population.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Doug and Lee Buckmaster

Vicky Bair

July 6, 2008 10:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Vicky Bair

Steve Yakes

July 6, 2008 10:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We can't make good decisions based on partial information, and I expect my government to provide an impartial and complete assessment of our energy alternatives, especially when Americans are dying in Iraq because of our current energy policy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Steve Yakes

Michael Kennedy

July 6, 2008 10:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

If that isn't bad enough, corn and grain prices have risen as well due to farms growing for biofuels instead of feeding people.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michael Kennedy

Rosalie Hewitt

July 6, 2008 9:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol will only increase world hunger!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rosalie Hewitt

Heather Cunningham

July 6, 2008 8:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The #1 issue talked about in the past year is the price of fuel and what alternatives there are to gasoline. I'm certain that this will be the highest priority topic as you revise the "Green Guides".

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Heather Cunningham

DEBORAH SMITH

July 6, 2008 8:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

ETHANOL IS ONE MORE SCAM BY THE ENERGY COMPANIES TO GET THEIR WAY, AND SATIFY THEIR GREED!!!!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
DEBORAH SMITH

Daniel Fengler

July 6, 2008 8:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am writing you in regards to what I see as the misrepresentation of corn-based ethanol as a "green" alternative fuel to gasoline. Peer reviewed scientific studies have shown that the energy used in the entire production corn ethanol at best approximately equals and at worst exceeds the amount of energy that can be obtained when used in internal combustion engines. Also, the amount of greenhouse gases emitted during the production of the corn ethanol, from growing to fertilizing to chemically distilling exceeds the amount produced by gasoline.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Daniel Fengler

Roberta Stedfield

July 6, 2008 8:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We seem to have jumped off the deep end into oblivion on this issue. Of course, realizing we don't have a President who knows a tinkers damn about anything of importance, seems to me we are emitting as many carbons as before. I hate it in the wintertime when ethanol is mixed into my fuel and I get less gas mileage than when its not mixed. The very act of burning any fuel is the releasing of the carbon that was tied up in the fuel. This happens when a glacier melts. The carbon that was trapped in the ice gets released. So we are spending more carbon on producing this inadequate fuel and then we are spending more carbon, because we don't get the mileage we need to be getting. We are in DEEP DOO DOO at the moment and ethanol is not the answer, yet we are wasting millions of dollars on it.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Roberta Stedfield

Vincent Santaiti

July 6, 2008 8:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol production is not the answer to our fuel needs since it causes more pollution to create it than to burn it.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Vincent Santaiti

Marj Hanson

July 6, 2008 7:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Let's not proceed with ethanol production in a manner that is not "clean". It defeats the purpose!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marj Hanson

Charles and Joan Pratt

July 6, 2008 7:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Union of Concerned Scientists, of which we are members, has prepared this letter, but we wholeheartedly endorse it, and request that as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, you review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Charles and Joan Pratt

Bonnie Pilcher, afspa

July 6, 2008 7:44 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

In an effort to do the 'right thing' environmentally, we should not exploit peoples' concerns, nor should we misrepresent information, often lobby driven, to invest in a net loss. In other words, a gallon of corn ethanol takes MORE than a gallon of petroleum to produce. I think you know that. Be honest.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bonnie Pilcher, afspa

Denise Koch

July 6, 2008 7:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Let's pursue biofuels that actually solve our problems - not just serve as corporate welfare to ADM and Cargill - while increasing the price that consumers pay for food.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Denise Koch

Christian Hansson

July 6, 2008 7:19 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It has come to my attention that the FTC is reviewing its Green Guides for environmental marketing and advertising. Please review the marketing of corn-based ethanol and Flex Fuel ethanol or gas powered cars.

Marketing of ethanol as "green", something we see increasingly from car manufacturers, is strongly misleading to the consumer and not in accordance with the facts. When energy in processing, land use and fertilizers are taken into account, current ethanol production appears not to be more environmental than straight up gasoline. This is according to Union of Concerned Scientists and other environmental groups.

Other, future biofuels may be environmentally sound and could be an important contribution to controlling climate change. However, current corn-based ethanol is not.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Christian Hansson

P Harris

July 6, 2008 7:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please consider AIR FUEL and replace c02 emission cars..Action speaks louder than words.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
P Harris

Rose Estes

July 6, 2008 6:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I lived in Wisconsin for 28 years before moving to the Oregon coast in 2002. Around 15 years ago, in Wisconsin, ethanol was touted as the wave of the future, the way to save money on gas and a multitude of other benefits.

Sadly, the citizenry learned that such was not the case. Our vehicles got fewer miles to the gallon and the corn that went into making ethanol meant shortages on other fronts, feed for cattle and exports primarily. After a relatively short time, Wisconsinians avoided stations that had boasted of having it and many even resorted to putting up signs saying that they no longer carried it. Most farmers who raised corn as a primary crop in my neck of the state, (Southeastern corner) decided before drivers did, that they were better served by selling their crops to their traditional markets, feedlots and overseas. Despite federal incentives, they turned their back on ethanol. I was a journalist and covered this matter extensively.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rose Estes

Anja Nothdurft

July 6, 2008 5:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please help the public to become aware that biofuels are not the answer to our energy problems.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Anja Nothdurft

Ulrike Wertz

July 6, 2008 5:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Recently, there has been much talk (and advertising) about ethanol as a green alternative to gasoline. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are NOT BASED ON SOUND SCIENCE. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ulrike Wertz

Fred Cichocki

July 6, 2008 5:20 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production actually represents an increase in the production of global warming pollution over today's gasoline. Moreover, the industrial, large-scale production of ethanol as now practiced yields NEGATIVE net eMergy, which means that it is a DRAIN rather than a GAIN in replacing fossil fuels. If you don't understand this, you'd better look into it, pronto. The bottom line is simply this: To irresponsibly support an impossible ethanol future just steepens our downward spiral into both energy and climate oblivion.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Fred Cichocki

Kicab Castaneda-Mendez

July 6, 2008 5:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline should be science-based. Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kicab Castaneda-Mendez

Benjamin Jones

July 6, 2008 5:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "flexible fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Benjamin Jones

M L Smith

July 6, 2008 5:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Consumers deserve to know the TRUE costs of corn-based ethanol -- all of them.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
M L Smith

Kimberly Moore

July 6, 2008 5:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

THERE ARE MANY, MANY OTHER ALTERNATE FUELS THAT CAUSE NO HARM TO THE ENVIRONMENT...THE QUESTION IS WHY CAN'T THOSE BE USED AND NOT UPSET THE ECOSYSTEM TO DO IT?

this is an example of just more greed at our expense and must be examined more closely...

thank you for your time and consideration on this very important issue.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kimberly Moore

Renee Bourgea

July 6, 2008 4:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The government should look into alge as bio-fuel. Alge can be grown economically, and won't impact global food supply.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Renee Bourgea

Marguerite Loddengaard

July 6, 2008 4:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Such promotions benefit the farmers, not the consumers or the environment, and lead to food shortages.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marguerite Loddengaard

Joan Linney

July 6, 2008 4:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am preparing for some major surgery, but this issue is so important that I've decided I need to let you hear from me.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joan Linney

Suzana Megles

July 6, 2008 4:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. I'M SO CONFUSED. WE CAN'T SEEM TO WIN FOR TRYING! IF CORN ETHANOL IS NOT THE ANSWER - THEN WHAT IS? WHAT IS BRAZIL SUCCESSFULLY USING AS AN OIL ALTERNATIVE?
wOCR

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Suzana Megles

Barbara Sullivan-Watts

July 6, 2008 4:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is wonderful to hear that the Federal Trade Commission is revising its "Green Guides" for environmental marketing and advertising. I hope this will include the newest information about corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

I am asking that you ensure that the most accurate information is provided so that consumers can evaluate green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign. Current corn ethanol production is not what it could or should be to allow reductions in green house gas. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Barbara Sullivan-Watts

Betty A. Pace

July 6, 2008 3:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Let's not go down the wrong path for another 20 years--the result will be catastrophic.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Betty A. Pace

Tim Maret

July 6, 2008 3:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am very concerned many environmental effects of growing crops for ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles. Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Tim Maret

Bruce McTavish

July 6, 2008 3:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Corn based ethanol is NOT the right direction today, and we know this from the basic scientific facts. Your role is to ensure that the facts are presented accurately to the public.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bruce McTavish

Mara Obelcz

July 6, 2008 3:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We cannot lie our way out of the mess that we have created. We have to devote our skills and resources as a society to real solutions. As a society; we have stalled for over 30 years. We can no longer afford to take stupid short cuts.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mara Obelcz

Mary Suda

July 6, 2008 3:04 PM

Chairman William Kovacic

Subject: Green Guides Must Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I ask you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. In fact, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production potentially represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mary Suda

Tim Moran

July 6, 2008 2:46 PM

Chairman William Kovacic

Subject: Green Guides - Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Tim Moran

Mirabai Wahbe

July 6, 2008 2:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I have a deep concern around these issues. This seems like a short term answer with inherent problems rather than a long term answer that truly addresses the important issues. I am concerned that use of our land in this way, particularly with the flooding in the Midwest, will result in major food shortages and not really solve the issue of better fuel economy at all.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mirabai Wahbe

June McMahill

July 6, 2008 2:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). We need to be critically objective in our approach to this subject. I am a loyal Iowan, but I want truthful information that looks at all sides of the issue. Then an intelligent decision can be made.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
June McMahill

Rebecca Duff

July 6, 2008 2:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Fuel from corn is not the answer. We need to work harder on electric and water emissions technologies.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rebecca Duff

Patricia Cooney

July 6, 2008 2:12 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please, let's have ALL the facts on the table and not go off in another wrong direction!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Patricia Cooney

Barbara Kantola

July 6, 2008 2:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

ALSO, NOT MENTIONED IS THE FACT THAT ETHANOL RUINS AUTO ENGINES. MY GRANDSON IS A MASTER MECHANIC AND WARNED US OF THIS FACT.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Barbara Kantola

Adena Manteufel

July 6, 2008 2:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. And I fear we might miss some opportunities that could well be more efficient.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Adena Manteufel

Anne wolf

July 6, 2008 2:00 PM

Chairman William Kovacic

Subject: Green Guides and misrepresentation of ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission is reviewing its "Green Guides" for environmental marketing and advertising. Please review the marketing of corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline are not based on sound science. When one considers the issues like fertilizer use, energy for processing, and land use, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is my understanding that the use of ethanol does not reduce global warming pollution by any significant degree.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Anne wolf

Gunnar and Susan Mengers

July 6, 2008 1:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We would do better to require car manufacturers to raise the number of miles per gallon vehicles get.

Sincerely, Gunnar and Susan Mengers

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gunnar and Susan Mengers

Louise Sherman

July 6, 2008 1:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for corn-based ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Use of algae seems much more promising and may actually be a Green" solution to our oil addiction.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Louise Sherman

beverly poehlman

July 6, 2008 12:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Time Is Now To Grow HEMP for FOOD-FUEL-ETC. Read about it. Corn for fuel is a joke. What have you big people been doing to this planet!?! HEMP is a miracle plant and it has been stolen from the people. LET US GROW HEMP and create an entire green economy and put farmers to work and give people good jobs. This prohibition is mindless and stupid. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
beverly poehlman

Keith Graham

July 6, 2008 12:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, farmers are being misled. They are investing money in returning land from conservation practices and supplying capital for new corn-ethanol plants that will not be viable when the subsidy for ethanol is removed or phased out, as it eventually must be.

Furthermore, the high prices for harvested corn are affecting food costs, especially for the lower income people who can least afford it.

The corn ethanol surge is fast proving to be a serious fiasco. Start the public education campaign by requiring advertising to be accurate.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Keith Graham

Regan Quinn

July 6, 2008 12:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Concerning the FTC "Green Guides" review now underway: Misrepresentations concerning corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles are likely to be harmful to the effort to intelligently adapt to the looming global warming crisis. Fertilizer use, energy required to process corn-based ethanol and the way land be allocated suggests increases NOT decreases in global warming associated with a changeover from gasoline to corn ethanol based fuel production. General Motors' "Live Green, Go Yellow" campaign, is poor science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Regan Quinn

Jade Lai

July 6, 2008 12:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

PLEASE DO THE RIGHT THING FOR AMERICA AND THE PLANET.

THANK YOU.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jade Lai

Janet Draper

July 6, 2008 12:41 PM

Chairman William Kovacic

Subject: ethanol the best choice?

Dear Chairman Kovacic,

I want to buy a car that is fuel efficient, economical, and decreases harm done to the planet. Is E85 the best choice?

Can we make fuels from grasses, algae, or sugar cane with better results?

We, the public, need good information!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Janet Draper

Kathryn Dalenberg

July 6, 2008 12:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am no longer a believer in corn-based ethanol. The public was not thoroughly and completely informed about the environmental ramifications of corn-based ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kathryn Dalenberg

Jay Greenberg

July 6, 2008 11:50 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Furthermore, the use of ethanol and other biofuels has the potential to drive up food prices, increase hunger and starvation, and result in destruction of wildlife habitat as more and more land is utilized for growing corn and other crops. None of these effects is beneficial to either the environment or humanity. The public needs to know the truth about biofuels!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jay Greenberg

Steve Pisani

July 6, 2008 11:36 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Bill,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Ever been to the Yucatán? There aren't any people living in the many sets of Mayan ruins. The Maya grew corn too intensively for the land to support. As the topsoil disappeared, so did their civilization. Think about that when you make policy regarding corn-based ethanol.

If your history education reflects the knowledge base of most Bush administration officials, Google the words "Mayan Civilization" and start reading. Better yet, read Professor Jared Diamond's book entitled "Collapse: How Societies Choose to Succeed or Fail." If you need help with the big words, feel free to email me.

-Steve Pisani

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Steve Pisani

Carol Rogovin

July 6, 2008 11:22 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

URGENT! As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Furthermore, pity the poor of the world whose diet is corn-based!

Thank you for your consideration.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carol Rogovin

Doris Casella

July 6, 2008 11:01 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently, and have been extremely misleading. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science but a desire to increase profits.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In seeking solutions to global warming we need new creative approaches and not the same old profit-based "quickie" approaches that just put more money in agriculture business pockets and blocks researching real solutions.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Doris Casella

Cynthia Stewart

July 6, 2008 11:00 AM

Chairman William Kovacic

Subject: Green Guides Must Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Cynthia Stewart

Lisa M. Burns

July 6, 2008 10:57 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is incumbent upon the FTC to insure that "truth in advertising" is required when talking about new technologies that are intended to alleviate some of our environmental concerns.

The average public won't do the research, which means the perpetrators must be honest in their messages, and not manipulate language for their personal advantage.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lisa M. Burns

Abbey Boeckman

July 6, 2008 10:19 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

the truth is always best

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Abbey Boeckman

Karen Gleeson

July 6, 2008 10:07 AM

Chairman William Kovacic

Subject: Please be sure Green Guides address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). This is especially important in light of the recent information from the World Bank about the impact of ethanol on food costs worldwide.

As you know, environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Karen Gleeson

Stephen Planchard

July 6, 2008 9:25 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The pursuit of alternative fuels is a worthy endeavor. Given the current energy climate, it is imperative that the use of these alternative fuels as they relate to the environment be properly and honestly disclosed to consumers.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Stephen Planchard

Helen Kinlan

July 6, 2008 9:16 AM

Chairman William Kovacic

Subject: Address ethanol advertising

Dear Chairman Kovacic,

We must not allow simplistic thinking to lead us down the wrong path when it comes to developing alternative energy sources and addressing global warming issues. Failure to consider the complexities of an issue is what has led us into trouble over and over again!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Helen Kinlan

Mary McCalla

July 6, 2008 8:59 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are NOT BASED ON SOUND SCIENCE ! Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

"Green Guides" must be based on the best science available.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mary McCalla

Cathy Lester

July 6, 2008 8:59 AM

Chairman William Kovacic

Subject: Attention! Green Guides address ethanol advertising

Dear Chairman Kovacic,

I want to reduce Carbon in the atmosphere, but I fear that with corn ethanol, the American public is being sold a pup. There are MANY better alternative sources for ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Cathy Lester

Robert Schultz

July 6, 2008 2:58 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to stop misleading marketing of corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol, such as General Motors' "Live Green, Go Yellow" campaign, are unacceptable. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, not to mention their impact on food prices or inefficiency compared to sugar ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Schultz

Edward Hong

July 6, 2008 2:40 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I **STRONGLY** urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, **ARE NOT BASED ON SOUND SCIENCE**. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Edward Hong

Steven Kimball

July 6, 2008 1:54 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

During the Federal Trade Commission's review of its "Green Guides" for environmental marketing and advertising, I call upon you to look critically at the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline are everywhere these days. Often, these green-marketing techniques are really green-washing. A good example is General Motors' "Live Green, Go Yellow" campaign, which is not based on sound science. When factors like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production probably represents an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Steven Kimball

Joan Crist

July 6, 2008 1:54 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I write from Northwest Indiana, a state and region that are preparing to make major investments in ethanol development. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joan Crist

Carol Colip

July 6, 2008 1:39 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

We need truth-in-marketing more than ever before, as we must solve this energy crisis, not postpone or even make it worse.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carol Colip

David Groisser

July 6, 2008 1:23 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol- or gasoline-powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global-warming pollution over that due to today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Groisser

Drew Martin

July 6, 2008 1:08 AM

Chairman William Kovacic

Subject: ethanol advertising misleading

Dear Chairman Kovacic,

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Drew Martin

Jeff Sugarman

July 6, 2008 12:57 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Jeff Sugarman

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jeff Sugarman

K. Johnson

July 6, 2008 12:57 AM

Chairman William Kovacic

Subject: Green Guides should Address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
K. Johnson

Nancy Snow

July 6, 2008 12:24 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn-ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nancy Snow

Ruth Charloff

July 6, 2008 12:05 AM

Chairman William Kovacic

Subject: Green Guides, ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ruth Charloff

H.K. Peters, Jr.

July 5, 2008 11:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol takes too much energy to produce a less efficient liquid fuel.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
H.K. Peters, Jr.

teresa ellett

July 5, 2008 11:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Hello Chairman Kovacic,

I am very concerned as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, and I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Since transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Thankyou for taking time to read and for consideration of my views on this critical issue.

Sincerely, teresa ellett

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

teresa ellett

Charles Kimball

July 5, 2008 11:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol seems to have been more of a political solution than an environmental solution. I hope your office can address this issue.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Charles Kimball

Louise Bristow

July 5, 2008 10:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We need more fibrous biofuels as opposed to corn.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Louise Bristow

Ann Erickson

July 5, 2008 10:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

At this point, we simply can't afford to make a mistake! We have opportunities to do it right...

best Ann Erickson

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ann Erickson

Theodore Kneupper

July 5, 2008 10:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

One could well become cynical when one considers the misrepresentation to the public concerning the marketing of ethanol as a fuel that will help the truly serious problem of global warming. It has become clear that the greed-principle has been allowed to take precedent and those in positions of authority fail utterly to put a stop to what can only be described as environmentally stupid misleadership, that has fostered the production of a fuel that in fact, when its total production process is examined, is more destructive than petroleum based fuels -- and has caused a rise in corn prices that has irresponsibly caused food shortages in many countries. One could seriously argue that this moronic policy is enough to indict American capitalism as the most criminal economic system on the planet.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production, according to expert analysis, actually represent an increase in the productions of global warming pollution over today's gasoline.

I urge you to take your responsibility seriously and put an immediate halt to the misrepresentation and the demand for corn ethanol stops, and that the fuel industries be pressured to find real solutions to the triple problem of fuel, food supply and global warming. One could well ask if there is really intelligence operating in the leadership of this country. You are in a position to make that happen. I hope that you will act responsibly.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the

appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Theodore Kneupper

Robert Keiter

July 5, 2008 10:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Don't Be an other American Idiot, Renewables are the answer for our long-term solutions!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Keiter

Ronald Rich

July 5, 2008 10:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As a chemist, I'd love to see ethanol replace gasoline, but not if producing it makes things worse. Please ensure that marketing this is not misleading.

Thanks, RLR

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ronald Rich

Carol Coar

July 5, 2008 10:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please look at the marketing of today's corn-based ethanol because we as a nation are not dealing with the reality of this use of corn.

Environmental advertisements for ethanol as a green alternative to gasoline have increased with advertising that is not being honest about the "cost". We are converting farmland we need to feed our country into large areas for corn for ethanol. Pollen's book tells the results of our country's overuse of corn farming. We have to stop, in my opinion, rushing to jump on unproven bandwagons. Large corporations advertise in ways that confuse those who don't have or take the time to study ethanol use, misuse and impact on the environment, food industry and economy.

Please help to control the flow of inaccurate information to the public. Our country is dealing with too much debt, war and lack of long term problem solving. Please do your part to help us through truth in advertising.

Thank you for your time.

Carol Coar Retired school psychologist and present trainer for process change and special education issues

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carol Coar

Jo-Ann Langseth

July 5, 2008 9:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

If you will closely review all the facts and projections, you will see that touting ethanol as a major answer to our energy/enviro crisis actually constitutes "false advertising," and should not be permitted.

The "Green Guides" must speak the unadulterated truth...Your mission as government officials is not only to avoid lies and distortions, but to "do no harm." Growing all that corn -- the land use, the processing, the transport -- does NOT solve our common problem at all. Surely you know that!

You know too that there are some far better alternatives. ~ Jo-Ann Langseth

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jo-Ann Langseth

Leonard Eiger

July 5, 2008 9:33 PM

Chairman William Kovacic

Subject: Green Guides must address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production is quite likely causing an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Leonard Eiger

Margaret Whiting

July 5, 2008 9:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We do need to "Go Green" with electric cars that are powered by wind and solar since they don't put CO₂ into the air.

I live in Iowa where coal is hauled in from out of state to make ethanol from corn. All the CO₂ from the burning of coal goes into the air adding more global warming pollution.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Margaret Whiting

judy desreuisseau

July 5, 2008 9:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). This Ethanol in the gas isn't helping my car, it makes it sputter and choke. It's a waste of corn, the environment is ruined. Thanks to Government 7 Big Business!!

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
judy desreuisseau

Frank and Mrs. Janet Loudin

July 5, 2008 9:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Frank and Mrs. Janet Loudin

Jeannine Jacobs

July 5, 2008 9:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. Marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues as commercial soil use, fuel for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We don't have the luxury to compromise our air, water and soil conditions, in lue of the CA forest destruction, development, population growth and war. Such measures as UCS proposes are quite urgent and do-able.

Thank you for your service to our country.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jeannine Jacobs

Sally Ann Wells

July 5, 2008 8:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As a grandmother, who hopes to see her children, grandchildren and great-grandchildren enjoy our beautiful earth and know how to protect her for future generations, please keep us informed of marketing misrepresentations, in the bio-fuel industry, as we move toward less energy dependence on oil and fossil fuels and find more environmentally-friendly alternatives.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It's hard for each of us to be as informed as necessary, given the complexity of bio-fuels industry and the science involved in creating energy alternatives. We need to know the REAL energy costs of alternatives we are being encouraged to use. Help us be better consumers by enforcing regulations; and monitoring advertising done by companys who are out to sell their product.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sally Ann Wells

Andrea and James Gutman

July 5, 2008 8:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Is this the best that we as a nation can do—persist in perpetuating lies? Why are we promoting corn ethanol, for example, when without a doubt, it is destroying our economy, our water and our air and disrupting the food supply of the world? As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Andrea and James Gutman

Virginia Field

July 5, 2008 8:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As a long time member of Clean Air Now, a local environmental group in Southern California, I urge the Federal Trade Commission review its "Green Guides" for environmental marketing and advertising. I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I support the development of ethanol using cellulosic material or other non-food sources.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Virginia Field

Mark Williams

July 5, 2008 8:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is critical that we use the best information available to decide where best to pursue energy alternatives.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mark Williams

Vicki Johnson

July 5, 2008 8:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I have been concerned about ethanol for approx. a year due to the ethics of using a food source for fuel, as well as the pollution used to make it. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Vicki Johnson

Ruth A. Bodeman

July 5, 2008 8:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I stongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ruth A. Bodeman

Tom Guyton

July 5, 2008 7:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please take action to inform U.S. consumers of the inaccurate information being used in the marketing media of ethanol producers and vehicle manufacturers. There is no place for wrong and misleading information on this serious subject of global warming pollution.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Tom Guyton

Lana Matthews

July 5, 2008 7:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Instead, they offer a quick fix to our addiction and make money for the same old culprits who hooked us on gas in the first place and helped kill the electric car, which has already been documented. We need the truth, not more fume screens.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lana Matthews

Roy Erickson

July 5, 2008 7:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol production drives the destruction of the Rainforests at an even faster rate than Beef production. Here in the US top soil loss will increase, not to mention food displacement.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Roy Erickson

Ronald Mutchnik

July 5, 2008 6:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please let's not create more pollution with a buzz word like ethanol or any other potentially helpful resource or fuel alternative. Now is the time to educate the American consumer and hold companies accountable for really being part of the solution rather than just spinning the green image.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ronald Mutchnik

kimberly daly

July 5, 2008 6:24 PM

Chairman William Kovacic

Subject: address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
kimberly daly

Daniel H.L. Gholson

July 5, 2008 5:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). I am originally from Iowa, but disagree with that state's use of corn based ethanol.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Daniel H.L. Gholson

Craig Crowder

July 5, 2008 5:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Craig Crowder

Nancy Harrison

July 5, 2008 5:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I myself do not think we should be using ethanol at all. It does not improve our gasoline at all. Even using corn to make it increases the price paid for food and feed use. It is wrong to use it in our gasoline at all.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nancy Harrison

Donald Sackett

July 5, 2008 5:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As interested as we are in reducing oil consumption, we must evaluate each alternative carefully to make sure it doesn't create more problems than it cures. We must have CLEAN alternatives. Ethanol at the present time is not clean. We are throwing the baby out with the bath water.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Donald Sackett

Karen Eble

July 5, 2008 5:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Government needs to make sure advertisers give customers the real scoop when pushing ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Karen Eble

nancy gay

July 5, 2008 5:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. I am a progressive christian interested in justice for all.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
nancy gay

Charles D. Jacobs

July 5, 2008 5:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Living in Pennsylvania, where agriculture is still very important, it seems that our state government is looking at ethanol as a money maker, more than as a viable environmental tool. This is most likely applicable to many other states as well. This nation needs a more reasoned approach to eliminating our addiction to fossil fuels, not a way to sustain their use for a longer period at our expense of the elimination of other alternatives.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Charles D. Jacobs

Jonathan Allen

July 5, 2008 5:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually be a thermodynamic and environmental loser, increasing global warming pollution and saving not a teaspoonful of gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jonathan Allen

Bruce Pringle

July 5, 2008 5:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the world faces an energy crisis, the American public needs sound information about to move forward.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bruce Pringle

pamela blum

July 5, 2008 5:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This has been known for some time, and in addition the use of corn by the ethanol producers is affecting the world food supply negatively--a very serious problem.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
pamela blum

Loni Sipes

July 5, 2008 5:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly suggest you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have escalated recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Loni Sipes

Annemarie Collat

July 5, 2008 4:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The use of corn, an important food grain, for fuel production also contributes to the global food shortage. Corn stalks and other plant waste can be used, as is done in Brazil.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Annemarie Collat

T. Edmund Webb

July 5, 2008 4:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you specifically to review the marketing of today's corn-based ethanol and so called "Flex Fuel" (ethanol or gasoline) powered vehicles (FFVs).

Environmental advertising for ethanol as a green alternative to gasoline has exploded recently. These green-marketing messages, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn-ethanol production probably represents an increase in the production of global warming pollution over today's gasoline fuel usage.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
T. Edmund Webb

Jack Saye

July 5, 2008 4:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I appreciate this opportunity to share my thoughts on this issue. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). I believe this marketing to be misleading.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The distribution system for ethanol based fuel is so limited that almost all the flex fuel vehicles that have been sold in the recent years must drive on regular unleaded the vast majority of the time. I do not see who will be willing to fund the infrastructure needed for this fuel alternative to become usefully deployed.

Thank you for considering my comments.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jack Saye

Robert Holt

July 5, 2008 4:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Promotion of flex-fuel cars as contributing to climate control is unethically misleading except in the very few scattered places where E85 can be found and purchased. Naturally, the car-makers promote them, since they get to count them as using only the 15% of gasoline they occasionally burn in computing their average fleet fuel economy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Holt

Ryan Metzger

July 5, 2008 3:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Current marketing techniques are not necessarily based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ryan Metzger

Martin Hagen

July 5, 2008 3:38 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Personally, I am also very wary about the use of food as a fuel source. This begs the question, what is more important when it comes down to prioritising this choice, driving our cars, our eating dinner?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Martin Hagen

Vic Macks

July 5, 2008 3:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The greatest immediate reduction in energy use and green house gases is conservation.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Vic Macks

Tom Ellis

July 5, 2008 3:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

AS a footnote, I'd like to point out that Hemp/Marijuana makes a much cheaper and more efficient form of ethanol. It requires very little fertilizer compared to corn, and can survive on less water, making it ideal for Prairie states. If the Federal Government would wake up and realize that the War on Drugs is truly misguided and wasteful perhaps we could change the archaic law that made it illegal. And then maybe we could use the oils from this useful natural plant to change America's dependence on corn, which should be used as food for humans.

Sincerely, Thomas Ellis

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Tom Ellis

roberta rudy

July 5, 2008 3:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
roberta rudy

Eric Chandler

July 5, 2008 3:21 PM

Chairman William Kovacic

Subject: Green Guides & ethanol ads

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Eric Chandler

Thomas Drugan

July 5, 2008 3:17 PM

Chairman William Kovacic

Subject: Issues with Ethanol

Dear Chairman Kovacic,

Economic, environmental, and energy issues have a complex interrelationship that can be positively managed to solve many of our current problems. Too often, we go with the easy message, rather than the facts, leading us to more problems rather than real lasting solutions. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Thomas Drugan

Rachel Kocsis

July 5, 2008 3:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Corn fuel is also putting out of balance our world food supply so desperately needed by third world countries.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rachel Kocsis

Lucy Knoll

July 5, 2008 2:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As chairman of the Federal Trade Commission as you with thwe commission review your "Green Guides" for environmental marketing and advertising, I urge you to review both marketing of today's corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Recently there have been an unprecedented increase in environmental advertisements for ethanol as a green alternative to gasoline. Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues including energy for processing, land use as well as the use of fertilizers, are taken into account, corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lucy Knoll

wayne wasson

July 5, 2008 2:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are other alternatives, such as ethanol made from sugar. My understanding is that this process has been quite successful in Brazil. We need to use what works but is cost effective. Corn-based ethanol is not the answer.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
wayne wasson

Sara Bhakti

July 5, 2008 2:47 PM

Chairman William Kovacic

Subject: Green Guides and Ethanol Advertising

Dear Chairman Kovacic,

I am writing to urge you to revise the FTC's "Green Guides" for environmental marketing and advertising. The Guides should update the way corn-based ethanol is advertised.

Environmental advertisements for ethanol as a green alternative to gasoline have not been based on sound science. Instead they exploit the current hype for anything green, as for example, General Motors' "Live Green, Go Yellow" campaign.

The production of corn ethanol could in fact increase the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sara Bhakti

Laura Alexander

July 5, 2008 2:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCFREASE in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Laura Alexander

Ty Tice

July 5, 2008 2:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production results in an increase in the production of global warming pollution over today's gasoline. It also delivers fewer miles per gallon.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ty Tice

muretta scott

July 5, 2008 2:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also the water to hydrogen attachments for cars work well so do Tesla ideas from the past SOOOOO WHY ISN'T THAT BEING DEVELOPED FOR ALL OF US TO SAVE THE PLANET.IT's because someone wants to keep us enslaved to big buisness where we could be running our own lives in a sustainable fashion.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
muretta scott

Bruce Barnbaum

July 5, 2008 2:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, it's way past time to review and drastically alter the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Ethanol creates at least as many problems as it solves.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bruce Barnbaum

Jeremy Wertheimer

July 5, 2008 2:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am an astronomy graduate student and science teacher. I agree with the Union of Concerned Scientists that a true environmental sustainable solution is needed for transportation in the US and in the world.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jeremy Wertheimer

Kari Littlebear

July 5, 2008 2:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline! Environmental advertising must be held accountable to every level of production or it's all just a sham! The future of our species is at stake!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kari Littlebear

John Morse

July 5, 2008 2:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is one thing for magazines like Time to inform the public as it did in their April 7 issue to say Big Business is pushing biofuels when ethanol production and sale drive up food prices and make global warming worse.

It is a MORAL CRIME for companies to Greenwash the public!

Please regulate their advertising. PLEASE

Libby and John Morse

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Morse

Mary Shaw

July 5, 2008 2:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Since the realization that, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, the attitude towards ethanol that it WOULD solve the current problems still remains. As we make our way to the future with new technologies and solutions to these problems, we don't need even more false answers clouding up the ideas unknowing people have about these solutions, and slowing us down even more on the way to the real answers.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mary Shaw

Rebecca Skipton

July 5, 2008 1:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I haven't been persuaded by using corn as ethanol for new fuels. It makes me wonder, where are they getting all this land for the corn? What happens to current corn fields? Will corn be used for running cars instead of food now? It seems like we'll use up all of our crop land for running cars now. I hope there is a smarter way to create fuel without drying up our land.

"As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline."

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rebecca Skipton

Thomas Renninger

July 5, 2008 1:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please support alternative energy sources that do not add to the problem of global warming. Thank you!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Thomas Renninger

Richard Nordland

July 5, 2008 1:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Why haven't hemp and switch grass been planted on a large scale to replace corn as a base for Bio fuels. Both hemp and switch grass are easy to grow, and they don't require any oil based chemicals to produce them, only the fuel needed to plant and harvest them. This whole process can be self-fueled in 1 or 2 growing seasons. Both crops will grow on lands that are worn out or less fertile than that land required for food crops. Hemp will rebuild the worn out soil in 1 or 2 seasons and make more fertile land for our required food production. It would be make a great rotational crop just like soy beans but it is better than beans because it is easy to plant and they don't require chemicals to kill bugs or fertilize it. The bugs or the weeds will not be a problem either, they shouldn't be for any fuel crops. We aren't going to eat it are we?

A cheap crop and is also a fuel crop that rebuilds the old worn out farm land, you can't beat that. This benefits everyone in the long run.

Switch grass can be planted in those flood plane regions to help control soil erosion and absorb some of the normal flood waters we now see in many areas of the country. It can be cut several times a year and processed wet, it has much more energy in the plant while it is naturally wet, it produces heat naturally then, thus less fuel and water is required to cook it, thus more energy gained than used to produce it, it could be self fueled from the excess fuel produced from it. You don't process it dry like hay is normally done. I grew up on a small farm in the Great Plains, I speak from a little experience. Hay is dried in the manner that it is for several reasons and none of them apply when the grass is being used

to make fuel with. Just have to get it to the processing plant in a day or two, on the same day is better. You only have to sit and think about the process in question and you can find ways to make it better and safer for the ones growing and processing it and for the environment in general.

I have many detailed ideas on how to do this more than I have space here to share them. There doesn't need to be anymore government studies on this, it just needs to be done! When will common sense and reality prevail over instilled ignorance, fear and corporate greed that seem to drive the present system?

Thank you for your attention on this grave national security issue.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Richard Nordland

Rachel Huot

July 5, 2008 1:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, water used for irrigation, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Not to mention the increases in food prices that are occurring as a result of corn use for biofuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rachel Huot

Amy Kelly

July 5, 2008 1:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We have no time to be caught up in yet another lobby, including the corn lobby along with the oil and auto industry lobbies. We need to do our research and planning as comprehensively as possible, then make the wisest choices possible.

If the iceberg shelves melt and raise the ocean level as predicted, we will have so much on our hands with displaced people and destroyed coasts that we will not have the leisure to do this careful planning. The time is NOW!

Please let's not just jump on this flawed bandwagon. Entirely too much is at stake.

Sincerely yours, Dr. Amy Kelly

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Amy Kelly

Martha W Bushnell

July 5, 2008 1:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It turns out that corn or other food based production of ethanol is economically and environmentally unsound. Already food prices have increased to further stress the poor people and poor nations of the world.

Please stop the production of ethanol from corn and foods.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Martha W Bushnell

Peter Sampou

July 5, 2008 1:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I have long carried suspicions that ethanol from American corn is a sustainable fuel for the future and so as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Peter Sampou

GERALD WASSERBURG

July 5, 2008 1:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It has been clear since the very beginning that corn-based ethanol is a very poor choice for a fuel source. I have written my Congressman & Senator on this matter earlier. It is well known that sugarcane is a far more effective source which also does not decrease production of necessary food stuff. The corn produced ethanol is simply an underwrite for the industry that grows corn & will result in a very large, ongoing deficit spending underwrite which will be very difficult to stop or control.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
GERALD WASSERBURG

Beth Jones

July 5, 2008 1:20 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly urge you to strictly review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have become pervasive recently. These duplicitous green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Farmers in my home state don't want to make matters worse, we want to grow our crops for a truly fair price. There are so many other fuel-suitable, native plants that would be better than wasting our food/grain crops on powering vehicles, e.g. switchgrass.

So let's get our priorities straight and tell the truth about ethanol!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Beth Jones

David Klipp

July 5, 2008 1:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I have been contacted through the Union of Concerned Scientists; the concern expressed in their email focuses on misrepresentation of ethanol as an environmental remedy to global warming. We write you to address legislation to address misrepresentation of fuel sources, especially with respect to global warming and environmental safety. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Klipp

Jill Jones

July 5, 2008 1:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I believe that with improved methods, ethanol fuel can become a viable tool in the reduction of CO2 emissions, but we're not there yet. To get there we need accurate information, not marketing spin.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jill Jones

Rachelle Giuliani

July 5, 2008 1:08 PM

Chairman William Kovacic

Subject: Require Green Guides to Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I invite you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I agree with the Union of Concerned Scientists in this matter and invite you to prioritize BALANCED strategies that use a variety of fuels and generators wisely and in moderation.

Thank you for your thoughtful and prayerful attention to and action in this matter.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rachelle Giuliani

Danny Hull

July 5, 2008 12:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Danny Hull

Stuart Dattner

July 5, 2008 12:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Many cars explicitly state to not use gasoline with more than 10% ethanol. Widescale use of ethanol may lead to "ordinary" gasoline marketers to increase the ethanol content to more fuels without warning the users. This could lead to the damage of many non GM autos

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Stuart Dattner

Elaine Radiss

July 5, 2008 12:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. I am concerned that this is presented as a quick and easy fix to a very complicated issue

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Elaine Radiss

John Domingue

July 5, 2008 12:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol as currently produced is not "green" but the corn producing states want us to think it is. Will you please address the scientific facts concerning corn-based ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Domingue

Anthony Polito

July 5, 2008 11:54 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please proceed carefully when making decisions about our energy future. We can't afford to make shallow decisions when considering the cost vs. benefit of programs for clean energy when they also impact the ecology, economy, and the food supply for the world.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Anthony Polito

David Shelton

July 5, 2008 11:47 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I agree that corn ethanol is not the best solution to our energy needs. There are a number of alternatives that must be explored. We must make intelligent choices before investing our resources. -DS

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Shelton

Sheryll Bonness

July 5, 2008 11:46 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Such misrepresentation is a grave disservice to the public, and only sets us up for further disasters. We must balance ethanol with cleaner renewable fuels (e.g. electricity from sun and wind and automobile braking plus hydrogen, etc.). Plus we must engage in less toxic, more responsible land use.

Please do what is correct, even though difficult, to benefit all inhabitants of the earth (not just the few who will benefit financially).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sheryll Bonness

Patricia Bullock

July 5, 2008 11:44 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. After all the diversion of grains from food production to fuel means more land needs to be turned over to farming to make up the difference with attendant loss of biodiversity and carbon sinks. Using food grains for ethanol production is not cost effective-it would make more sense to start with inedible feedstock such as organic waste or use something like algae which uses less resources and can be grown in self contained tanks which cuts down on runoff.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Patricia Bullock

karen ash

July 5, 2008 11:39 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Hello,

What we need to do is grow hemp, It is a crop that can be harvested three times per year, does not need fertilizer and can provide us with green energy. This along with a HUGE push for conservation, wind power, solar power and tide power will keep us free of oil dependence. Plus bettr birth control, less people=less need for energy.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
karen ash

Stephen Peacock

July 5, 2008 11:27 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Marketing of current corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) should be reviewed, a move that is particularly critical as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising.

There has been a reported increase in environmental advertisements for ethanol, which is touted as a "green alternative" to gas at the pump. Such techniques (i.e.: General Motors' "Live Green, Go Yellow" campaign) are not, as I understand it, based on legitimate science. Specifically, when taking into consideration matters such as fertilizer use, energy for processing, and land use, the production of corn ethanol production could actually stand to increase global warming pollution more than gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Stephen Peacock

Dru Carter

July 5, 2008 11:26 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Furthermore, we shouldn't use food crops (I was raised as a farm girl and understand this is field corn being used, but still it is eventually used as food through cattle feed etc.) or food crop land for powering vehicles.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dru Carter

Richard Fischer

July 5, 2008 11:01 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I live in Iowa and am inundated with ads and articles touting the value of ethanol. Successful Farmer, an advertising magazine with some tips about farming and rural living is one place where ethanol is advertised heavily both in ads and in articles.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Richard Fischer

Susan Kepner

July 5, 2008 10:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline!!!! Plus the corn is being taken away from FOOD production that is badly needed for 3rd world countries! There are many other alternatives such as switch grass etc...

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Susan Kepner

Leota Jones

July 5, 2008 10:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. It seems to me that it is vital that your agency should be at the forefront in bringing this issue to the attention of the public. In addition to adding to the problem of global warming, the continued use of corn to produce ethanol is reducing the availability of a vital food product from the world market.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Leota Jones

Jean Myers

July 5, 2008 10:49 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol use is also partially responsible for rising food prices, which help no one. It would be a shame to have misguided environmental efforts like this one actually make life worse, not better.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jean Myers

Randy Benson

July 5, 2008 10:48 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Your consideration will be appreciated.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Randy Benson

ANNABEL CANER

July 5, 2008 10:41 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's CORN-BASED ETHANOL and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
ANNABEL CANER

David Thurow

July 5, 2008 10:39 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. These marketing efforts are trying to promote deceptive beliefs in an effort to sell their products to the public., similar to the way they tried for many years to make us believe that SUV's were safer, when they weren't, compared to other vehicles that were much more fuel-efficient. It is time for sound science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Thurow

Linda Andrews

July 5, 2008 10:38 AM

Chairman William Kovacic

Subject: Green Guides Should Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Besides, corn is far too important a food crop for it to be used to make fuel for motor vehicles. If we are going to continue on the ethanol path, we need to find another, less food-valuable, plant source to make it with.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Linda Andrews

David Bruner

July 5, 2008 10:36 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Could ethanol production increase co2? If so it should be stopped.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Bruner

Bettie Reina

July 5, 2008 10:35 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We must begin to do what is best for people and for the world, not just follow blindly what we are fed by those who will profit financially with what they are pushing on us.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bettie Reina

Roberta Barbalace

July 5, 2008 10:33 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

While ethanol may play a role in reducing dependence upon fossil fuels, corn is not the answer. There are many sources of ethanol that have considerably "greener" life cycles than corn, and do not compete with one of the main food staples of the world. A couple that are being used are byproducts of the paper industry and switch grass. In some parts of the world sugar cane is used. All are "greener than corn."

More importantly, we need to put more emphasis on alternative energy sources that do not impact global warming such as solar, wind and tidal energy. These are wonderful sources of energy, but implementation of them is being hampered by NIMBY (not in my back yard). Many people seem to think that wind farms are unattractive and noisy, yet will travel around the world to see the windmills of the Netherlands, or the nostalgic windmills of the mid west. I considered myself lucky to be lulled to sleep every night by the windmill right outside my home that supplied our domestic water and water for all of the free-range cattle that visited us daily when I lived on the Pine Ridge Indian Reservation of South Dakota. People install fountains to lull them to sleep and shut out street noises. Other people move to the ocean to be lulled to sleep by waves. It is all a matter of mindset. When I moved from the reservation, I really missed the hum of the windmill, the "ribbet" of the frogs that lived in the stock tank, the orchestration of the coyotes calling from distant hills, and the beat of drums from the distant pow-wow grounds.

Why hasn't the government encouraged ways of reducing consumption of energy? Modern society discourages energy efficiency. "Solar clothes driers" (commonly known as clothes lines) are forbidden in many communities. One is simply not "in step with the times" if he/she doesn't drive an SUV, or chooses to ride a bike or walk rather than drive. It is no longer enough to have a light on in the room in which one is sitting. It is a status symbol to light every tree in the yard and have a light on in every window for ambiance. Even stranger yet, people will go to the gym or buy a running machine (using electric power) to accomplish what could easily be done without any energy other than what the body produces.

Paradigm shifts may be a little awkward at first, but they can bring great rewards. It's time our leaders get on the bandwagon and encourage as well as support alternative energy development, an energy responsible lifestyle, and address honesty in advertising. Kennedy was successful in getting the country involved in physical fitness. It was patriotic to do a 50 mile walk or accumulate 50 miles of swimming over a period of weeks. Carter got the whole country involved in energy reduction. Whether or not it accomplished its intended goal, having a Christmas without electric lights was the patriotic thing to do. More recently it was patriotic to display a flag or tie a yellow ribbon on a tree. It's time to become patriotic again, and the cause is an urgent one. Government needs to take the lead, clamp down on false advertising, and start encouraging an energy efficient lifestyle.

Given that transportation accounts for nearly 40 percent of the total global warmin

Sincerely,
Roberta Barbalace

Kerwin Schaefer

July 5, 2008 10:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

TURNING FOOD INTO ENERGY IS NOT THE BEST WAY TO KEEP OUR GAS-GUZZLING SYSTEM GOING. LET'S GET PAST QUICK AND EASY "SOLUTIONS" SUCH AS THIS AND WORK TOWARDS TRUE SUSTAINABILITY.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kerwin Schaefer

Crystal Salas

July 5, 2008 10:00 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need full electric cars out in production! Go Tesla!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Crystal Salas

Gail Rubio

July 5, 2008 9:52 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). WHY DO YOU REMAIN FOCUSED ON CORN WHEN ETHANOL CAN BE MORE READILY AND CHEAPLY MADE FROM SUGAR CANE? WHO BENEFITS FROM HIGH CORN PRICES? THE FEW! WHO ARE HARMED BY THIS RIDICULOUS AND UNECESSARY CONCENTRATION ON THIS PRODUCT AS THE PRIMARY SOURCE OF ETHANOL? MILLIONS!!! I HAD PREVIOUSLY BELIEVED THE MEMBERS OF THE FTC TO BE AMONG THE MOST FORWARD THINKING GROUPS; I'VE AMENDED THAT BELIEF DUE TO THE TUNNEL VISION SHOWN BY THE GROUP.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gail Rubio

Thomas Cummings

July 5, 2008 9:28 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I happen to be a PhD chemist who has long questioned the propaganda about ethanol from corn being a reasonable alternative fuel. The primary beneficiaries of this falsehood are farmers. The rest of us are paying an enormous price in our food bills.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Thomas Cummings

Richard Fuller

July 5, 2008 8:30 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We cannot determine sound approaches to pollution and global warming if Americans are being deceived on ethanol and flex fuel cars by advertising.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Richard Fuller

Phil Lipari

July 5, 2008 8:16 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Using corn for fuel has the potential of exacerbating starvation as it is diverting food to fuel. A much better and more efficient producing ethanol fuel would be sugar cane. We could live without sugar, ask any diabetic, but corn is far more essential to many people's diet.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Phil Lipari

Nancy Clark

July 5, 2008 7:52 AM

Chairman William Kovacic

Subject: Ethanol is NOT the solution as a gasoline substitute!

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nancy Clark

Phyl Morello

July 5, 2008 7:52 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

LIES ARE ALL WE GET FROM THE BUSH ADM.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Phyl Morello

Becky Daiss

July 5, 2008 7:38 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

You need to ensure honest advertizing at the very least. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Becky Daiss

Michael G. Metzger

July 5, 2008 7:34 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Making real changes in this country's energy usage are necessary to ensure our children's future.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michael G. Metzger

Michele Peraino

July 5, 2008 7:31 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Why not consider Cane Ethanol like Brazil as one of our choices!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michele Peraino

Christina Graybill

July 5, 2008 7:18 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, **CURRENT CORN ETHANOL PRODUCTION COULD ACTUALLY REPRESENT AN INCREASE IN THE PRODUCTION OF GLOBAL WARMING POLLUTION OVER TODAY'S GASOLINE.**

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Christina Graybill

Fred Wuertele

July 5, 2008 6:34 AM

Chairman William Kovacic

Subject: Green Guides must address advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I ask you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Fred Wuertele

Eulia Mishima

July 5, 2008 5:35 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I join with others in the position that ethanol from corn will not help but very much contribute to global warming & pollution even more than use of traditional gasoline.

Please refer as the Federal Trade Commission reviews its Green guidelines to scientific studies revealing that global warming damage will increase from use of corn-based ethanol. I hope such valuable information will convince you to take a definite position opposing present false claims now being explosively advertised to encourage people to use corn-based ethanol. Rather than compound the problems of global warming devastation with such deception you, we & the other peoples of the Earth must immediately be enabled to most carefully bring forth new modes of transportation so future generations will not confront challenges of survival in vain.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Eulia Mishima

Phyllis Davies

July 5, 2008 4:28 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As an informed senior citizen, I have noted that the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Phyllis Davies

James D Johnson

July 5, 2008 3:25 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Tell the truth about the real costs of ethanol and publicise it.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James D Johnson

Ron Georgalis

July 5, 2008 3:08 AM

Chairman William Kovacic

Subject: Please make Green Guides address misleading ethanol advertising!

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ron Georgalis

Richard & Barbara Lagerstrom

July 5, 2008 2:30 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Corn based ethanol is not the solution to our energy problems. Science says, NO!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Richard %pa_first_name% Barbara Lagerstrom

Kathleen Watson

July 5, 2008 2:21 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please make ethanol advertising tell the whole truth.
Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kathleen Watson

lydia chatman

July 5, 2008 2:17 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission reviews for its "Green Guides" on environmental marketing and advertising strike a concern. I strongly urge you to review the marketing of today's corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently and still on the rise. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science! When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for your time and consideration.

Sincerely, Concerned For Earth

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
lydia chatman

Just Maija

July 5, 2008 1:53 AM

Chairman William Kovacic

Subject: Corn is for food,not fuel,no GE,hemp instead

Dear Chairman Kovacic,

review the marketing of today's corn-based ethanol . Hemp fertilizer, fuel ,oil, and near endless products source along with the Dub Engine[wind wheel motor with a solar roof panel] are possible and the way of the future. Reports show the wrong mistaken cycle of wasting the corn as a food source for humans and livestock are causing reactions claiming lacking corn for cows has added to higher prices of milk. To waste time trying everything else avoiding what is known beneficial and excellent shows insane bias towards hemp to waste efforts using corn or anything else insulting nature.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Just Maija

Katherine Potter

July 5, 2008 1:44 AM

Chairman William Kovacic

Subject: Address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Katherine Potter

David Caccia

July 5, 2008 1:42 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Plus, a gallon of ethanol has less energy than a gallon of gasoline, so we get poorer milage from a gas/ethanol blend.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Caccia

Kathleen McAlister

July 5, 2008 1:09 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

During the Federal Trade Commission reviews of "Green Guides" regarding environmental marketing and advertising please examine in detail the environmental and economic impacts of food conversion to fuel like corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Compared to renewable hydrogen and methane I do not believe food-sourced ethanol is a worthwhile green alternative to gasoline. Advertisements touting ethanol from corn have impacted the market. These green-marketing campaigns, such as General Motors' "Live Green, Go Yellow" campaign, are not based on scientific facts including tillage, herbicides, fertilizers, energy for processing, and land use. When these factors are taken into account, current corn ethanol production represents an increase in the production of global warming pollution over today's gasoline and it causes economic inflation.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kathleen McAlister

Marian Steiskal

July 5, 2008 1:08 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I **STRONGLY** urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marian Steiskal

ELAINE QUILLIAN

July 5, 2008 12:58 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Please act NOW> THERE IS NO TIME TO WASTE. Thank ypu.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
ELAINE QUILLIAN

Steven Markell

July 5, 2008 12:50 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

STOP the subsidy for corn/ethanol farmers.
Corn based ethanol is not much help as it takes more energy than is returned.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Steven Markell

Nancy CRAWFORD

July 5, 2008 12:32 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And why aren't we seeing anything other than CORN used to make Ethanol???

p.s.. we have a GMC diesel truck and are running it on Bio-Diesel which is made from recycled vegetable oil. I would also like to see some figures and promotion of this type of Bio-Diesel and how the recycling of vegetable oil, which otherwise goes to waste, will effect the supply of "fuel" in the United States.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nancy CRAWFORD

Amelia Trader

July 5, 2008 12:10 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

While I applaud all efforts towards finding alternatives to gasoline based fuels, I also think it is essential to choose wisely based on sound science with careful consideration to the impact of production of those alternatives. It has become clear that corn-based ethanol creates more problems than it solves.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Amelia Trader

Frances Sowa

July 5, 2008 12:05 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The widespread advertisements of these fuels as "green" is not based on sound science, since they ignore the fuel and energy required to grow and process the corn. Current production of corn ethanol could actually increase global warming pollution rather than reducing it.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Frances Sowa

Nicholas Snavelly

July 4, 2008 11:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, as well as increased food prices.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nicholas Snavelly

Frank and Sally Richards

July 4, 2008 11:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. We ourselves believe that your Green Guide should pretty much rule out any production of ethanol from corn in the U.S.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Frank and Sally Richards

R. Michael Ehr

July 4, 2008 10:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Add to this that cars get less mpg with the ethanol mix and the environmental benefits are dubious.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
R. Michael Ehr

Kari Knabe

July 4, 2008 10:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, consumers lose three (3) miles per gallon using ethanol and yet they are still paying the same price as regular gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kari Knabe

E. Frances Caulfield

July 4, 2008 10:38 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also, have the EPA release the patented equipment/device from a private company that will cause our car engines to be able to double the amount of miles they can get from one gallon of gasoline. The EPA and possibly the FTC ? have rejected the device although it has withstood all the tests to show it does do what the manufacturers claim it can do - double our mileage from one gallon of petrol - and the EPA is forcing the manufacturers to stall and redo all of the tests their device already passed with flying colors! Just to delay and cause us motorists more hardship in a time of economic shrinkage. We need this fuel extender automotive device now so that we can have our mechanics affix it to our car engines now! Not in two more years or whenever. You must take action and get them to release this device so we can get one soon! Do your jobs now!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
E. Frances Caulfield

Elisabeth Crane

July 4, 2008 10:37 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Elisabeth Crane

Kimi De Leonibus

July 4, 2008 10:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is important to me that "green" alternatives are actually going to create less pollution in any form. Based on the research I have seen, corn-based ethanol is a product that may cause more global warming than even regular oil! As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kimi De Leonibus

John Gaither

July 4, 2008 10:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Sir, you recognize the how important it is that scientific data be presented in a manner that is not political and as free as possible from a variety of interpretations. Thank you for acting in a manner that is consistent with professional, rather than political, behavior.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Gaither

Ani L Schwartz

July 4, 2008 9:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. BURNING ANYTHING EMITS CO2.

ETHANOL-USE-AS-FUEL IS ALSO CONTRIBUTING TO GLOBAL HUNGER & POVERTY AS CORN REPLACES CROPS GROWN FOR FOODS. IF IT WERE NOT FOR GOOD SCIENCE, WE WOULD NOT HAVE THE LUXURIES WE HAVE NOW. TO ARROGANTLY IGNORE GOOD SCIENCE IS TO COMMIT SUICIDE & DRAG DOWN ALL LIFE IN THE WAKE OF THIS "TERMINAL STUPIDITY". CORPORATOCRACY IS CREATING HELL ON EARTH & WILL BURN WITH THE REST OF US IF IT DOESN'T WAKE UP SOON! THERE WILL BE NO "100 YEARS OF WAR" BECAUSE LIFE WILL NOT LAST THAT LONG. GREED IS SELF DESTRUCTIVE.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ani L Schwartz

William L. ("Bill") Johnson

July 4, 2008 9:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, **NOW IS THE TIME** to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in global warming pollution compared to gasoline alone.

Ethanol makes more sense when derived from sugar cane, grasses and cellulosic materials (e.g. wood chips).

Please don't let political expediency trump scientific fact!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William L. ("Bill") Johnson

Patrick Huston

July 4, 2008 8:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. In fact, 10% ethanol in my own cars (mandatory in Portland, OR) results in a 10 to 15% increase in fuel consumption. This is obviously the wrong strategy to reduce greenhouse gas pollution.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Patrick Huston

Merrie Aiken

July 4, 2008 8:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I would also urge you to consider ethanol made from cane sugar produced at low cost in Brazil. If the US purchased Brazilian ethanol, corn prices could return to reasonable amounts, affecting the cost of livestock grain, which snowballs to the consumer's dinner plate. Presently, the tariff on Brazilian ethanol is too high, preventing Brazilian companies from selling to the US.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Merrie Aiken

Bill Burton

July 4, 2008 8:46 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a "green" alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing (especially coal-fired plants), and land use are taken into account, current corn ethanol production actually represents a decrease in fuel efficiency, global starvation, and a projected watershed reduction in the U.S. The only positive benefits of ethanol use in gasoline will accrue to Archer-Daniels-Midland and other cartels in record profits and Government subsidies, which amounts to a treasonable misappropriation of Public resources.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bill Burton

Matthew Ott

July 4, 2008 8:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I have been doing more research on switch-grass and Miscanthus as sources of ethanol, and these grasses look more promising than corn-based ethanol, because as perennial grass plants, they don't require nearly as much fertilizers (which are made from natural gas), pesticides, herbicides, and tilling (since a farmer does not have to plant perennials every year).

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Matthew Ott

Herman Dobbs

July 4, 2008 8:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, and it clearly seems to have caused serious food shortages.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Herman Dobbs

Roger Pariseau

July 4, 2008 8:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Stop placating the reciprocating engine manufacturers and instead concentrate on the mission: getting people from Point A to Point B in the most efficient manner. All reciprocating engines emit harmful emissions. There are better ways to get the mission accomplished.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

If we need to use ethanol in the interim before going entirely solar, then use sawgrass or some other easily grown, easily maintained, easily harvested natural resource. If that means a few deep pocketed individuals will have to dig deeper to regear their ethanol making facilities, so be it.

Offer a huge prize -- not all those worthless grants -- to the individual/entity who proves the potential commercial success of a working, high capacity, long enduring, inexpensive battery. Then building electric cars becomes a snap!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Roger Pariseau

Stephen Aldrich

July 4, 2008 8:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline are seen today. Corn as the source of ethanol is not the best source. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As well as looking at the best sources of ethanol, we must continue to pursue all other forms of fuel that would move the U.S. (and the world) away from fossil fuels.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Stephen Aldrich

Edward Craig

July 4, 2008 8:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I can see promoting ethanol as Green, but we pump as much carbon dioxide with ethanol as with gasoline or bio-diesel, just not as many carcinogens on the side.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Edward Craig

Patrick Vingo

July 4, 2008 8:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

A much better solution would be development of cheaper to grow and higher energy containing crops like grasses and sugar cane.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Patrick Vingo

Thomas Noon

July 4, 2008 7:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science and ignore the total cost to us and our environment. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Thomas Noon

Joan and Wallace MacDonald

July 4, 2008 7:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We are writing you because we truly care about reducing our carbon footprint as much as possible. To that end we have purchased a Prius ('06), the first brand new car we've purchased in 56 years of marriage; installed solar voltaic for generating our electricity; purchased a front load washer. Now we want to be able to know that the fuel we use to drive our Prius is truly green. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And even more troubling is the fact that the sale of corn for production of ethanol has driven up the price and dropped the supply of corn for food. This is a morally bankrupt policy. Please also do what you can to encourage alternative fuel that is truly green and doesn't use a food product.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joan and Wallace MacDonald

Carol Okstel

July 4, 2008 7:44 PM

Chairman William Kovacic

Subject: Fix Deceptive Ethanol Advertising

Dear Chairman Kovacic,

Most consumers have unhappily learned, things are not always as they seem. And thus is it with ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. And this is completely unacceptable.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carol Okstel

John MacDonald

July 4, 2008 7:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John MacDonald

Nancy Rutenber

July 4, 2008 7:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising also

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current CORN ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nancy Rutenber

James Samis

July 4, 2008 7:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Samis

Gerilyn (Gess) Healey

July 4, 2008 7:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Food sources should not be diverted to feed our energy needs. Biodiesel-oil from restaurants makes more sense.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gerilyn (Gess) Healey

Rebecca Harris

July 4, 2008 7:27 PM

Chairman William Kovacic

Subject: Green Guides need to consider "truth in advertising" for ethanol

Dear Chairman Kovacic,

In order to make informed choices, it is important that citizens and consumers understand all that goes into the production of ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rebecca Harris

John Garvey

July 4, 2008 7:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely, John Garvey

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Garvey

Philip Brandt

July 4, 2008 7:00 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am sure you know that ethanol is not nearly as green as it is marketed to be. Scientists I trust say it may return 1.3 calories of ethanol for every 1 calorie of energy input. As an experimental biofuel it makes sense to experiment but not to lie about its current merits. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Philip Brandt

Caroline Getz

July 4, 2008 6:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. We are in need of renewable energy sources that don't add to the green house gasses.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Caroline Getz

Robert Bighouse

July 4, 2008 6:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As a professional engineer with 40 years experience in the energy field, it is frustrating to see ethanol from corn, pushed as an alternative to gasoline, when I know full well that, from both an energy and from an environmental standpoint, there is no advantage. Please help us bring this program into account for the full energy balance involved and for the environmental effects.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Bighouse

Gail Caswell

July 4, 2008 6:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually increase global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gail Caswell

Joyce Sherokow

July 4, 2008 6:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Let's use real science, not wishful thinking.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joyce Sherokow

Barbara Warren

July 4, 2008 6:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

I strongly favor promoting and using science based, evidence based, alternative and environmentally sound products in our vehicles. I am concerned that we are not following scientifically sound practices regarding the use of corn-based ethanol.

Recently I am seeing more and more environmental advertisements for ethanol as a green alternative to gasoline. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Sound scientific evidence tells us that when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Barbara Warren

John Pitts

July 4, 2008 6:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Putting food crops in our gas tanks does not make sense. In fact food prices are causing much pain in the developing world, and this problem is exacerbated by the use grains to make fuel.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Pitts

Jennifer Schmid

July 4, 2008 6:01 PM

Chairman William Kovacic

Subject: Sugar cane is a much more efficient biofuel

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol. And make sure we are supporting sugar-cane harvests and other more efficient biofuel alternatives. We must act now - without undeserved concern for the welfare of the car companies, who have laughed all the way to the bank as they delayed production of fuel efficient cars.

I drive a diesel 40mpg VW Golf - I'm paying 70 cents more a gallon, as are the truckers and other diesel users. I'd like to at least know I'm not causing worse pollution!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jennifer Schmid

Claudia Lange

July 4, 2008 5:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The people of the US need to be told the COMPLETE truth about all aspects of biofuels as well as other alternatives. If we act together, act smart and ACT NOW we can meet energy needs for all Americans without bankrupting us all.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Claudia Lange

Marie Salerno

July 4, 2008 5:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Let's not be short sighted. That's what happened the 1st time we overgrew wheat and caused the dust bowl.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marie Salerno

Robert Herdliska

July 4, 2008 5:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

There seems lately, to have been alot of advertising about ethanol being the green alternative to gasoline. I understand these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. It would also seem that, when issues like fertilizer use, energy for processing, and land use are fully considered, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Herdliska

Alex Kanter

July 4, 2008 5:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We can't let companies jump on the "green" bandwagon with false statements. Please make sure marketing and advertising is true or else we will accomplish nothing. Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Alex Kanter

Donald Blickens

July 4, 2008 5:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

My understanding is that mileage is less with gasoline with 10% ethanol than with 100% gasoline and that the carbon footprint is actually greater in ethanol/gasoline fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Donald Blickens

Richard Leigh

July 4, 2008 5:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

A recent report from the International Energy Agency confirms that the use of biofuel is responsible for 75% of the recent run-up in food prices, leaving many of the poorest people on earth on the edge of starvation. Please don't tell me that the diversion of food resources isn't part of your purview!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Richard Leigh

William Anderson

July 4, 2008 5:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). We're Americans. Let's go with what works the best. We can still be a strong country.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Anderson

Ian Cree

July 4, 2008 5:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production almost certainly increases the production of global warming pollution more than today's gasoline.

Furthermore, it inflates the cost of staple foods both at home and abroad causing hunger and starvation for the poor. It also has resulted in catastrophic deforestation to provide land for growing corn and other biofuels. This has resulted in the displacement of indigenous peoples, endangering their lives and their livelihood.

Deforestation aggravates global warming by removing the carbon dioxide scavenging effect that trees provide. Nowhere is this more obvious or more disastrous than in Brazil and in Indonesia.

The MOST important actions on prevention of global warming are NOT being done:

1. Research into TIDAL POWER stations:

America's Eastern and Western seabords offer almost unlimited tidal power. The only such station in the Western Hemisphere is in Nova Scotia and that province already produces 12% of its electric power from renewable sources.

2. Research into low cost electric cars and high speed rechargeable batteries. Tesla has already an excellent vehicle, but at too high a cost.

3.Prepare for recharge stations at service stations and consider an electric pickup through a groove in the main streets of cities. (Like the old trams).

4.Put an immediate ban on all new coal powered power stations, and phase out all of the old ones. Put an immediate ban on all mountain top blast mining for coal and on all industrial river pollution.

5.Put an immediate ban on any new nuclear power stations, and nuclear weapons. Start to research better ways of disposing of nuclear waste.

6.Start the construction of large wind farms and solar farms. (The latter are best located in the southern desert states).

Denmark has shown the feasibility of building wind farms over the sea with turbines supported by pylons driven into the seabed.

7. Careful construction of dams for hydro power without having a harmful impact on wildlife and drinkable water supply.

8. Speeding up the increased mileage rules for gas powered vehicles.

9.Planting new forests and cutting back on lumber industry deforestation.

10.Aid to foreign nations in need to achieve the above goals.

How think you?

Sincerely,

Ian Campbell Cree, MB(Hons.), MS, FRCS(Eng. & C.), FACS, LRCP.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ian Cree

Harriet Shalat

July 4, 2008 5:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Harriet Shalat

Rachel Warren

July 4, 2008 5:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is time to tell the American people the TRUTH about ethanol!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rachel Warren

Sharon Hollander

July 4, 2008 5:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The truth is necessary for adequate comparisons.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sharon Hollander

Sue Mullaney

July 4, 2008 5:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

I am very much concerned about how much water ethanol production utilizes.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sue Mullaney

richard mozeleski

July 4, 2008 5:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Let the people realize that corn-based ethanol uses more energy than it supplies when used as a fuel. The only thing that makes it cost less is the subsidies. thanks

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
richard mozeleski

Michael Schwager

July 4, 2008 5:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michael Schwager

Kathryn Calder

July 4, 2008 5:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission (FTC) created Green Guides in 1992 to protect consumers from misrepresentations in environmental advertising, but the guide doesn't cover fuel advertising.

Times change, and as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are other choices for ethanol production besides corn . . .

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kathryn Calder

Eric Allred

July 4, 2008 5:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Hey, I'm not a scientist, but I can tell bad science when it comes along. Ethanol from corn is NOT an environmentally viable alternative to petroleum based fuel. And why not? Because it required the burning of fuel in one form or another to run the farm equipment and processing equipment to produce ethanol!

The FTC should not be contributing to the problem by ignoring this basic truth.

Mr. Kovacic, please use the power of the FTC to help America to become less dependent upon internal combustion engines for industry. There is the key to environmental progress.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Eric Allred

Kendra Williams

July 4, 2008 5:03 PM

Chairman William Kovacic

Subject: Green Guides should include the whole truth and nothing but the truth

Dear Chairman Kovacic,

If we are to truly help this country out of oil dependency, we are going to need real facts, not biased advertising. Our very economic success depends on it. Not just for some companies, but for all Americans. We can do better to help our country if we truly know the facts and rise up to the hard challenges ahead. Please do what you can to help.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kendra Williams

Carroll M. Young

July 4, 2008 5:00 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I send this message to let you know that I am an informed citizen and that I continue to educate my friends and associates in church, social groups, and politics. Please pay attention to the most important topic to be addressed in the U.S. and the world. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carroll M. Young

Catherine Morris

July 4, 2008 4:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

One additional issue: In the "corn belt" where I live, corn ethanol production in fact takes considerable land away from food production. Indeed, "corn ethanol" strikes me as a profligate form of fuel alternative.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Catherine Morris

Sandy Kewman

July 4, 2008 4:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn is not a sustainable crop. Please stop pushing it.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sandy Kewman

Nancy Honeychuck

July 4, 2008 4:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We as a nation have procrastinated, and made many poor choices regarding our use and the provenance of major energy sources. We can afford to do so no longer. The current and future quality of life on this, our only planet home, and the home of our children and generations to come, is clearly terribly endangered at this moment in our unfolding history!

It is imperative that we now begin an era of making thoroughly researched, scientifically validated choices which take into account not only U.S. economics, but also future impact on all GLOBAL aspects of CO2 AND OTHER BYPRODUCT production, food production, sustainability of energy sources. I believe one very important area which it is within our power to address currently is outlined succinctly below. I hope you will take the time to research and act wisely on this issue for the good of our children's and the global future.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nancy Honeychuck

Stanley Schrero

July 4, 2008 4:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Americans have a right to know the truth about this all-important subject. Misinformation about ethanol's "clean" qualities would cause people to come to wrong conclusions in demanding it's use as an energy source.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Stanley Schrero

Reed Jarvis

July 4, 2008 4:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We need to address the problem of ethanol marketing as well as the use of corn for ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I encourage you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Reed Jarvis

OMID MAHDAVI

July 4, 2008 4:43 PM

Chairman William Kovacic

Subject: Truth in ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
OMID MAHDAVI

Walt Mintkeski

July 4, 2008 4:38 PM

Chairman William Kovacic

Subject: Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge investigation of the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have increased recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Walt Mintkeski

Toby Bernstein

July 4, 2008 4:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). My husband and I have taken actions in the past in support of ethanol because we understood it was "green." At the time it was the only information we could obtain. The proliferation of misinformation is increasing.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need to consider the best science regarding possible fuels while we also focus on reducing the amount of any kind of fuel we need through better mileage, alternative technologies, and public transit.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Toby Bernstein

Martin Falk

July 4, 2008 4:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The production of corn based ethanol is not only inefficient but causes a huge deficit in available food products. Please consider the total picture of production expense and the secondary affect of food reduction and cost increase for the whole world. There are better ways to find alternate fuels!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Martin Falk

Emilie Pechuzal

July 4, 2008 4:26 PM

Chairman William Kovacic

Subject: Responsible use of ethanol

Dear Chairman Kovacic,

I am a citizen who is very concerned about global warming and the health of our natural environment. I feel very strongly that alternative fuel sources such as ethanol need to be carefully and responsibly advertised and used.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Emilie Pechuzal

Carol Godwin

July 4, 2008 4:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission is reviewing its guide for environmental marketing and advertising. Please review the information on biofuels. Why are we using an expensive food crop like corn to make these fuels? We can make it cheaper with other produces. Brazil does. So can we.

Please look into this issue.

Carol Godwin

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carol Godwin

Raymond Wager

July 4, 2008 3:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The other important factor is the sharp increase in the cost of food due to the diversion of corn to produce this ill-advised product. This shortage of corn has had a negative on food cost/supply around the world. Arthur Daniel Midland et.al. are the real beneficiaries of this product.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Raymond Wager

Elizabeth Winder

July 4, 2008 3:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As an owner of a car that runs on diesel or biodiesel I have a personal and immediate interest in biofuels as well as being concerned with the bigger picture.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Elizabeth Winder

Frank Brice

July 4, 2008 3:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol for gasoline-powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn-based ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Frank Brice

Karen Eliot

July 4, 2008 3:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, and for similar reasons, it takes 1.5 gallons of fuel to produce 1 gallon of ethanol. Do the math.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Karen Eliot

Sarah Viallard

July 4, 2008 3:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Wouldn't it be wiser to ensure that the automobile industry is doing its part by increasing engine fuel economy? They would also profit from it - Toyota's Prius hybrid is the most highly demanded car at this time, because of its high gas mileage. They might also think about the water based engines that were designed decades ago and locked away so that our oil-based economy would continue to profit the oil and auto industries. Just a thought...

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sarah Viallard

Dena Leavengood

July 4, 2008 3:36 PM

Chairman William Kovacic

Subject: Green Guides - Please address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. This, combined with the increased marketing of corn for food, drug and other industrial uses, may prove to be the straw that "broke the camel's back."

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dena Leavengood

Nancy Warlick

July 4, 2008 3:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

My husband & I want to urge you to pursue wisely the course of action for biofuels. We are grandparents and know your planning will affect our grandchildren and their children. Please meet with others and make a bipartisan plan. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nancy Warlick

Se Etta Moss

July 4, 2008 3:35 PM

Chairman William Kovacic

Subject: Green Guides need to show truth about ethanol

Dear Chairman Kovacic,

The "Green Guides" must be based on science and they need to provide the truth about corn-based ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is your job to provide accurate information to the American public.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Se Etta Moss

James Piani

July 4, 2008 3:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In my opinion, the only good ethanol is sugar cane ethanol!!!!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Piani

Dick Hanusz

July 4, 2008 3:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

For the past year and a half, I have been concerned about the lack of honest discussion concerning bio-fuels. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements touting ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. In addition, the sharp increase in food prices raises a serious question as to the wisdom of using food as a gasoline substitute.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dick Hanusz

Mike Lynch

July 4, 2008 3:19 PM

Chairman William Kovacic

Subject: Tell the Truth About Ethanol

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Since you will soon review your "Green Guides", please take this into consideration.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mike Lynch

Anne Love

July 4, 2008 3:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The fossil fuel consumption of growing, processing and transporting corn-based ethanol fuel can be as great, or even greater than the savings in fossil fuels for which it is designed. As a scientist, I am aware of tremendous misinformation about the so called benefits of corn-based ethanol, so please, as you review the "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. There may very well be a place for biofuels in the mix of environmentally friendly energy alternatives to fossil fuels, but corn-based ethanol is not included

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Anne Love

Leslee McPherson

July 4, 2008 3:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

A far better solution can be provided by Jack Newman and his group of scientists (contact Environmental Defense Fund) who genetically engineer yeast to produce bio-fuels including gasoline, diesel, and jet fuel. Their product is ready to be distributed and used by the transportation vehicles of today. It is far more cost effective than corn ethanol, especially since the corn shortage has driven up the cost of human food and animal feed.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Leslee McPherson

Glenn Stuart

July 4, 2008 3:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review how today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) are being marketed.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science, or, for that matter, reality. These "green" claims fail to include issues like fertilizer use, energy for processing, and land. Including such issues reveals that current corn ethanol production could actually produce more global warming pollution than regular gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Glenn Stuart

Cheryl Powers

July 4, 2008 2:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Let's get the whole picture correct and not go blindly into "solutions" that are worse problems for our already compromised environment.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Cheryl Powers

John Gajewski

July 4, 2008 2:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is common knowledge that corn is not the crop to use for making ethanol. If we were lucky we may break even in oil consumption making the corn ethanol. Emission controls on every oil burner, higher fuel efficiency and a reduction in mass of those vehicles are true solutions.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Gajewski

Lana May

July 4, 2008 2:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Stop the False Advertising and Misrepresentation of a fuel that will cause MORE pollution than gasoline...ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lana May

William Ames

July 4, 2008 2:40 PM

Chairman William Kovacic

Subject: Ethanol advertising and Green Guides

Dear Chairman Kovacic,

The environmental benefits of corn-based ethanol are highly questionable. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Ames

Paula Archer

July 4, 2008 2:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please help the truth be known.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Paula Archer

Anne Brooks

July 4, 2008 2:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am concerned citizen who hopes to make a difference in global warming. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. But most people are not sophisticated enough to know that. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Anne Brooks

JOSEPH A. MUNGAI

July 4, 2008 2:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We were not given the truth about the Iraq war and now we know it was all about oil, a climate change producer. It is extremely important that we the people are told the truth about ethanol so that alternatives can be researched such as switch grass, sugar cane or othe plant sources if needed. These are hardy plants that produce more energy per pound than corn and may be cheaper to grow.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
JOSEPH A. MUNGAI

Leigh Hill

July 4, 2008 2:33 PM

Chairman William Kovacic

Subject: Ethanol fuels need rethinking

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Leigh Hill

Kelly McConnell

July 4, 2008 2:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Only the truth can save us. Allowing advertising that misrepresents or distorts the facts in order to enrich a few people or corporations will only ensure demise of millions of people.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kelly McConnell

Marilyn Robson

July 4, 2008 2:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Misrepresentations surrounding ethanol are rampant in today's media. As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Ads touting ethanol as a green alternative to gasoline have exploded recently. Commercials like General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. In fact, when you consider fertilizer use, energy for processing, and land use, current corn ethanol production could well mean an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marilyn Robson

Ben Cowitt

July 4, 2008 2:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Please take a second look at this issue.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ben Cowitt

Leon Logan

July 4, 2008 2:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is important that the public be given the facts as prominently as the other advertising and at the same time and place.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Leon Logan

Gerri Reaves

July 4, 2008 2:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Avoid leading Americans to believe that ethanol is the answer to our energy woes.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gerri Reaves

I'm For Drilling

July 4, 2008 2:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I'm For Drilling, Nuclear power plants and such. Electric cars may be the best solution for current transportation. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
I'm For Drilling

Gerard T. Dooney

July 4, 2008 2:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol is NOT the answer and NOT a good alternative fuel!!!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gerard T. Dooney

Sabrina Wojnaroski

July 4, 2008 2:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It will be the role of the Federal government, as it always has been, to keep corporate America honest in its advertising. Another prime example, here in Pennsylvania, are the billboards splashed all over the Pennsylvania Turnpike which proclaim coal to be "green" using new technologies. This is a far cry from the truth, as anyone educated about these issues knows. In today's world, however, it is not possible for every citizen to be fully informed on every issue. They must rely on their government to protect them from the false advertising claims of corporate America, especially those in the energy and transportation industries.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sabrina Wojnaroski

Jeff Archuleta

July 4, 2008 2:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Osama Bin Laden is Dead.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jeff Archuleta

Terry Barber

July 4, 2008 2:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Actually, fuel from sugar beets is better. How about going with a crop that is environmentally more sound.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Terry Barber

Felicity Devlin

July 4, 2008 1:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). It is essential that claims of a product being environmentally-responsible are valid and that consumers are not misled.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Felicity Devlin

Ann Tubbs

July 4, 2008 1:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Even though I consider myself a relatively well-informed citizen, I am confused about ethanol. Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ann Tubbs

Catherine Sumner

July 4, 2008 1:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The public and I need to know the real truth about these issues. Please help this happen!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Catherine Sumner

LeRoy Haynes

July 4, 2008 1:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

During my 38-year tenure as a professor of chemistry at The College of Wooster, I co-participated in or handled alone various courses that dealt with energy matters. Even in the 1980s the question of using ethanol produced from corn as an energy gain or loss was being debated. The proponents of ethanol by using the by-products as an energy source could argue that overall there was a gain in energy. Opponents questioned that assumption. Now that global warming is a factor, pushing ethanol as a solution to our energy problems is questionable.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
LeRoy Haynes

Rich InLove

July 4, 2008 1:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The question of " the real cost and impact " of fuels such as corn ethanol needs to be answered by thoroughly examining all aspects of its production and application.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rich InLove

will gorenfeld

July 4, 2008 1:46 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
will gorenfeld

Robert Allia

July 4, 2008 1:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

You can fool some of the people some of the times... This is what is happening now, when promoters of corn 'biofuel' speak. We need a more scientific approach to what is really happening.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Allia

Burritt Lacy

July 4, 2008 1:37 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Here in the Midwest, the deception will be devastating for many ranchers led down this blind alley and worldwide we know we are causing starvation for the poorest people who can no longer afford to buy corn, their chief food staple!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Burritt Lacy

Gregory Garnant

July 4, 2008 1:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gregory Garnant

Robbyn Jackson

July 4, 2008 1:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Add to that the loss of cropland for food production as an increasing number of people in the world suffer from hunger and outrageous food prices, care must be taken before we rush headlong into this technology.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robbyn Jackson

Gertrude Barden

July 4, 2008 1:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for your attention to this very serious matter. It is crucial that our country begin to make good energy choices. Our future and the future of the planet depend upon it.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gertrude Barden

Marcay Dickens

July 4, 2008 1:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And, has the putrid smell emanating from the ethanol plants been considered?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marcay Dickens

Cynthia Woscek

July 4, 2008 1:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Also, exorbitant amounts of water are required in order to sustain corn crops. With water becoming more and more limited, this a double-whammy to our ecosystem.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Cynthia Woscek

Marilyn Lemmon

July 4, 2008 1:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of greenhouse gases over today's gasoline. It is also having an impact on world food prices. Ethanol fuel needs to be marketed only in accordance with the facts.

Sincerely, Marilyn Lemmon

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marilyn Lemmon

Edward Fauth

July 4, 2008 1:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In my state, Illinois, the preponderance of corn growing in our fields whai once grew soy beans and other useful produce is mute evidence that the balance of planting decisions has been slanted by incorrect advertising.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Edward Fauth

Paul Herzig

July 4, 2008 1:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is your job to inform the public of all aspects of any alternative fuel so that good informed decisions can be made. We must not make our problem worse in the pursuit of trying to make it better. Ethanol bio fuel is NOT a good choice with the current choice of crop and production methods. The entire life cycle of a fuel MUST be considered.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Paul Herzig

william craig

July 4, 2008 1:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

i am suspicious of anything general motors says. sam

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
william craig

John Hren

July 4, 2008 1:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Let's have an open, honest, and thorough public discussion about these issues and then decide what to do.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Hren

Paul Rybski

July 4, 2008 1:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The Union of Concerned Scientists began its Smart Bioenergy Initiative?a guide to sustainable development of bio-based energy and fuels?with its report, Biofuels: An Important Part of a Low Carbon Diet<http://www.ucsusa.org/clean_vehicles/vehicles_health/biofuels-low-carbon-diet.html>. This report notes that while biofuels such as ethanol and biodiesel could play a part in a low-carbon transportation fuels future, issues such as land use, crop type, and production, can actually cause some forms of bioenergy to end up producing more carbon than conventional gasoline.

In order to ensure a lower carbon path for biofuels, the report advocates for the government to conduct rigorous lifecycle carbon tracking of biofuels as part of a Low Carbon Fuel Standard (LCFS) that would seek to reduce global warming pollution from all fuels used in transportation. While a LCFS has yet to pass at the federal level, a revised version of the Renewable Fuel Standard (RFS) passed as part of the 2007 Energy Bill. By setting global warming pollution standards for renewable fuels and including a full lifecycle carbon tracking system, the RFS has the potential to lower global warming pollution from cars and light trucks by as much as 6 percent in 2022, while displacing about 15 percent of U.S. projected gasoline consumption.

However, the RFS does not regulate global warming pollution from existing biofuel producers. And the way current corn-ethanol is produced in the United States simply does not make it a low-carbon fuel. Indeed, in 2022 the low carbon fuels in the RFS should reduce global warming pollution by 6 percent, but according to one recent analysis, including indirect land use changes, the extra emissions from the unregulated corn ethanol could increase overall pollution by 5 percent, wiping out most of the benefits of the regulated renewable fuels.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Paul Rybski

Chris Fried

July 4, 2008 1:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

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Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Chris Fried

Thomas Olbert

July 4, 2008 12:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Every day, more of the precious Amazon rainforest, the Earth's single largest absorber of carbon dioxide gas, is being destroyed to make way for the production of ethanol corn.

And, as you know, the global food crisis is escalating. Soaring food prices in the U.S. and all-out riots among hungry populations in the developing world speaks of a growing disaster of epic proportions. This situation is being exacerbated by the excessive use of farmland for the growing of still more ethanol corn.

Clearly, the production of ethanol under present circumstances is causing more problems than it is solving. The public is becoming painfully aware of this. I hope you will take these developments into consideration.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Thomas Olbert

Dwayne Hinton

July 4, 2008 12:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Removing ourselves from fossil fuel dependence is a step in the right direction; but, we must move intelligently, not in a knee-jerk reactionary method.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dwayne Hinton

Stanley Willard

July 4, 2008 12:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am a member of a committee here in Port Townsend Washington charged with devising a plan to cut our greenhouse gas emissions to 80% below those found in 1990. I find it very disheartening to see advertisements that depict ethanol derived from corn as a "green" fuel when in fact it is less so than gasoline when all factors are taken into account.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Stanley Willard

William Reynolds

July 4, 2008 12:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is beyond ridiculous that corn-based ethanol is allowed to be marketed as a pure and wonderful solution to global warming climate change when it is in fact not so. It is a lie and it is immoral. I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

"Green-marketing" methods, such as General Motors' "Live Green, Go Yellow" campaign, are not based on proven facts. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production may actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Reynolds

Mathieu Carlson

July 4, 2008 12:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Advertisements for ethanol as a green alternative to gasoline have recently increased significantly. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually raise production of global warming pollution over levels caused by gasoline today.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mathieu Carlson

Dana Gary

July 4, 2008 12:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a clean, green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. They are aimed to make people feel good about alternative fuels, sadly, while leaving out key facts and misleading them.

When all the issues involved (fertilizer use, energy for processing, and land use) are taken into account, the way corn ethanol is produced may actually represent a net increase in the production of global warming pollution over today's gasoline.

Truth in advertising, anyone?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dana Gary

Garland Bellamy

July 4, 2008 12:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The critical nature of the global warming/foreign energy dependence issue demands that the ethanol/energy used balance sheet be intellectually and factually honest.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Garland Bellamy

Renee Stern

July 4, 2008 12:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Environmental advertisements for ethanol as a green alternative to gasoline are everywhere these days. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, try to create a perception of good environmental values but are not based on the facts. When environmental costs like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Renee Stern

Mike Thomas

July 4, 2008 12:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol- or gasoline-powered vehicles.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mike Thomas

Lena Rotenberg

July 4, 2008 12:36 PM

Chairman William Kovacic

Subject: Green Guides and ethanol advertising

Dear Chairman Kovacic,

In this age of global warming it is crucial that our nation make the right choices, which we can only do with accurate, truthful and unbiased information. It is crucial that the FTC regain the public's trust by publishing accurate data about ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lena Rotenberg

Lynn Brown

July 4, 2008 12:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently.

The use of corn also relies heavily for production into ethanol liquid coal. Liquid coal is one of the dirtiest fuels and so undermines the "clean" concept of ethanol.

There are many options for fuel not yet explored that could be cleaner to develop. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Although I commend the efforts to find alternatives, I cannot urge you enough to re-examine corn based ethanol and "flex fuel" ethanol or gasoline powered vehicles

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lynn Brown

Joanne La Barre

July 4, 2008 12:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The public needs to know the truth. We have the knowledge to use alternative energy methods. Please don't let time be wasted by those wanting to point us down the wrong path.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joanne La Barre

Dolores Foscherari

July 4, 2008 12:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Other sources for the production of ethanol need to be pursued: corn should be reserved for food production and animal feed only.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dolores Foscherari

Laraine Turk

July 4, 2008 12:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. PEOPLE FORGET THAT THEY MUST CONSIDER ALL THE CONNECTIONS AND OUTCOMES OF WHAT SEEMS TO BE A "GREEN SOLUTION" AT THE ENDPOINT. COMPANIES WHO REALLY WANT TO BE ENVIRONMENTALLY RESPONSIBLE MUST KEEP THIS IN MIND IN BOTH PRODUCT DEVELOPMENT AND ADVERTISING. YOUR ACTION CAN ADDRESS THIS SITUATION FOR ETHANOL.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Laraine Turk

David Weisman

July 4, 2008 12:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of TODAY's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have EXPLODED recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Weisman

Mireya Landin-Erdei

July 4, 2008 12:25 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am alarmed at the great deal of misconception about the production and use of ethanol. Even members of the Congress are misled.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mireya Landin-Erdei

Stephen Wyman

July 4, 2008 12:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-washing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not honest. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Stephen Wyman

Biefke Vos Saulino

July 4, 2008 12:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

When will you guys get it! We need to get the gas out of our cars, buses and trucks. Lets tell the truth about so called "Fles Fuel" now before its too late.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Biefke Vos Saulino

LeAnn Bjelle

July 4, 2008 12:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn based ethanol is also having adverse effects on the ability of many of the world's people to get the food they need to live. There is potential for many other biofuels that are more efficient and won't starve people to enable SUV's to drive our roads.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
LeAnn Bjelle

Scott Bonner

July 4, 2008 12:17 PM

Chairman William Kovacic

Subject: Please review marketing of ethanol and Flex Fuel

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Scott Bonner

Llani Smarzo

July 4, 2008 12:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Sincerely, Llani K Smarzo

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Llani Smarzo

Olivia Geri

July 4, 2008 12:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Common sense says invest in solar power.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Olivia Geri

Julian Kernes

July 4, 2008 12:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need biofuel from other sources not just what is promoted by the corn lobbyists.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Julian Kernes

Gail Marsh

July 4, 2008 12:11 PM

Chairman William Kovacic

Subject: Green Guides need to address ethanol advertising

Dear Chairman Kovacic,

When the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, you need to review the marketing of corn-based ethanol and "Flex Fuel".

For instance, General Motors' "Live Green, Go Yellow" campaign is just a slogan, which is not supported by the scientific data. When all aspects of growing corn for use as a fuel are taken into account corn produces either no gain over gasoline--or it is even worse at producing global warming pollution.

The American public needs to be informed by advertising that is based on the facts as revealed by well-designed scientific studies, not by slogans dreamed up in an advertiser's committee meeting.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gail Marsh

Evelyn Hayes

July 4, 2008 12:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Until ethanol can be made by recycling waste materials, I think it's a mistake to subsidize it or promote it as a green alternative.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Evelyn Hayes

Richard Lawrence

July 4, 2008 12:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Putting it bluntly, as one who was involved in the original EPA study in the 70's that resulted in approval of ethanol as a motor fuel I observed then and it is still true today, that corn ethanol is not a solution to our fuel problems. It takes more energy to make it than it contains. The food for fuel issue has never been addressed. What it is and always has been is simply a farm subsidy issue.

Today it is also a "false hope" portrayed as a solution that it is not. False hope is worse than no hope because it takes us on a failed path when we should be working on real solutions.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Richard Lawrence

Thelma Fellows

July 4, 2008 12:01 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I believe that even President Bush has spoken in support of corn-based ethanol. He, and his administration must consider all aspects of the issue from a scientific viewpoint before promoting it!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Thelma Fellows

Scott Sobel

July 4, 2008 11:57 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Further, any attempt at growing crops for fuel is inherently flawed. This puts food in competition with fuel. Rich people's need for fuel will always win over poor people's need for food. This is unconscionable.

If we are to go forward with ethanol as a fuel, we must ensure that we do not grow crops specifically for it. We may use other biomass, such as corn cobs and stalks. Algae farms in deserts may also be an acceptable source of biofuels. However, we must not use the food portion of the crop and must not use arable land to grow crops specifically for fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Scott Sobel

Marcia Cooperman

July 4, 2008 11:57 AM

Chairman William Kovacic

Subject: Green Guides MUST Address Ethanol Advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marcia Cooperman

Claire Eamon

July 4, 2008 11:50 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I believe that now it is more crucial than ever to insist on the truth in matters of environmental marketing and advertising. Consumers ought not be tricked into purchasing something they believe will reduce pollution.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Claire Eamon

V. Perkins

July 4, 2008 11:50 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, ARE NOT BASED ON GOOD SCIENCE. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
V. Perkins

J. Matthew Coale

July 4, 2008 11:46 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As we enter a new awareness regarding green products and alternatives it is of vital importance that these issues be addressed correctly and on sound scientific bases. Though it's a complex issue it's time to be straight up on these question and take action. It's time lead us on the correct path.

Matthew Coale

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
J. Matthew Coale

Darin Somma

July 4, 2008 11:34 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

For the love of Mother Earth and all humanity, do something!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Darin Somma

Karen Burtness Prak

July 4, 2008 11:32 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the way corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) are being marketed.

Recently, we've seen an explosion of advertisements pushing ethanol as a green alternative to gasoline. These green-marketing techniques -- General Motors' "Live Green, Go Yellow" campaign is only one example -- are not based on sound science. Indeed, when one considers such issues as fertilizer use, energy used during processing, and land use, today's corn ethanol production may actually produce more rather than less global warming pollution than gasoline does.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Karen Burtness Prak

katharine dawson

July 4, 2008 11:30 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition to the above information, I believe growing corn to make fuel is an act of immorality. It's bad enough to walk the world in America and see the deleterious effects of corn in the American food business--diabetes; worse is the idea of growing corn to make fuel so that Americans can continue to ride their snowmobiles, riding lawnmowers and jet skis. Yes, I am writing in hyperbole but we all know the wastefulness Americans have been encouraged to indulge in. Wasn't it twenty or thirty years ago that scientists were expressing concern for the watertable in the Midwest, affected as it was by fertilizers and overuse. I drove through Iowa in the '90's--irrigation all the way through the state. Will the water last? Cannot Congress steer the farm industry toward crops that require less fertilizer and water, and can promote the health of humans and other species? Let's face it! The family farms are gone; it is big business in agriculture. And it's time for a change in direction. Let's see some leadership and in your face politics for a change.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
katharine dawson

Myra MacDonald

July 4, 2008 11:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please insure that all advertising of ethanol contain information that accurately reflects the real cost to the environment of its production.

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Myra MacDonald

Maria Studer

July 4, 2008 11:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. We need scientifically sound solutions.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Maria Studer

Edward L. Scott

July 4, 2008 11:29 AM

Chairman William Kovacic

Subject: Green Guides should eliminate false ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to eliminate the false claims foisted on the US public in the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, falsely wrap themselves in the mantle of science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production most likely represent an increase in the production of global warming pollution over today's gasoline. Also important to consider is the rapidly growing dead-zone that unequivocally exists in the Gulf of Mexico that affects the critical ability of the US to harvest food from it and exacerbates the negative effects on overall food prices that diverting corn from food chains to energy production has.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Edward L. Scott

Nancy Kurtz

July 4, 2008 11:27 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the guidelines for environmental marketing are reviewed by the FTC, please consider carefully the best available scientific data. I am concerned about the use of ethanol as an alternative to gasoline since there are many other issues involved in the production of ethanol which also consume energy and contribute to global warming, such as fertilizer use & production, and processing and transportation of ethanol.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nancy Kurtz

William Leimbach

July 4, 2008 11:26 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Clear and scientifically based evidence regarding the effectiveness of ethanol must be presented to all concerned.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Leimbach

Shirley Rice

July 4, 2008 11:21 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We can learn a lot from Denmark. They are producing electricity with windmills (and other innovative ways) and then thinking of storing the energy in car batteries belonging to the population. Of course, it involves industry cooperating with government. It means industry can't go its own way as it wants. But, this is what makes the Danish people so happy. They know their government is going to take care of them and do the right thing. We certainly don't have that sense here. Our government is going to take care of industry because they are one and the same and industry doesn't give a damn about the population - only its bottom line.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Shirley Rice

David Starr

July 4, 2008 11:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Clearly, ethanol is a hedge against petroleum importation/use. This is an important consideration as well. However when weighed against the inflation in food prices and the negative effects on global warming, the benefits are mitigated. What's important is to have a transparent debate about the benefits and indirect costs.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Starr

andrew lenz

July 4, 2008 11:13 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs), supposedly the salvation of peak oil times.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
andrew lenz

casey carroll

July 4, 2008 11:13 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

On September 15th of this year in Oregon it is mandatory that we use 10% ethanol. We will be relocating.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
casey carroll

Jay Roelof

July 4, 2008 11:10 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I note that ADM no longer advertises on Public Television and, although I'm sure that PBS misses the funding, they don't miss being part of the "big lie" being perpetrated by both the Bush administration and the farm lobby. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jay Roelof

edgar gehlert

July 4, 2008 11:09 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). I am still in favor of the Flex Fuel vehicle using ethanol (not from corn) methanol and alcohol. Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
edgar gehlert

Jen Wichman

July 4, 2008 11:09 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please take action on this issue. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jen Wichman

Helen McGinnis

July 4, 2008 11:09 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Not only are the environmental benefits misrepresented, but ethanol production is depriving people of food and taking land out of conservation reserves.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Helen McGinnis

Judith McCarthy

July 4, 2008 11:06 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, food crops for use as fuel are not dependable. Floods, droughts, and disease could wipe out expected yields. And feeding cars rather than people is a poor trade. Until a biofuel source that does not require fertilization, that can be harvested economically, and that does not reduce a people's food source can be determined, I think there are better "greener" sources for renewable energy, some of which are already in limited use; like solar, wind, and geothermal power.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Judith McCarthy

B Watt Jorck

July 4, 2008 11:05 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Indiana is a corn-producing state, but I don't want misuse of our corn used to produce more climate problems as well as increasing world hunger.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
B Watt Jorck

Michelle Gochanour

July 4, 2008 11:01 AM

Chairman William Kovacic

Subject: Make truth in ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michelle Gochanour

Shane Evans

July 4, 2008 11:01 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn-based ethanol is not the answer. To be viable, we must find an efficient, cost-effective, technique that extracts ethanol from the whole plant. Until that time, corn-based ethanol is not an improvement over oil.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Shane Evans

Ron Firgens

July 4, 2008 10:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As one of the worlds leading agricultural producers we should look toward feeding people with our crops not wastefully using them on fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ron Firgens

Andrew Fisher

July 4, 2008 10:55 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Andrew Fisher

Jodi Sherman

July 4, 2008 10:55 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

When fuel alcohol promised promise in conjunction with aspiration of saving the world, made sense--but, like the pur drinking water stills that went hand in glove with alternative fuel, and that would save the planet... there was the question.. what to do with the waste... and how to minimize problems of production. This is 1980-something i'm talking about, and here we are, still searching. Please, before more negative impact accrues and As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

We can revise and refine the processes that would make fuel alcohol production a sane, responsible, no-impact choice for our planet.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jodi Sherman

Jeff Tague

July 4, 2008 10:55 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Also, when using corn for ethanol instead of other alternatives such as sugar, or switchgrass, the efficiency from turning corn to ethanol is extremely low in comparison. Ethanol production is also driving up corn prices globally, which increases all food prices and is a leading factor in the US inflation scares.

Ethanol production from corn is a no win situation in terms of environmental effects and economic stability regarding independence from foreign oil. Do something now!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jeff Tague

Jason Goldsmith

July 4, 2008 10:51 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I'm writing to urge the FTC to review the marketing and advertising of corn based ethanol as an environmental alternative to gasoline.

My concerns are that ethanol may not be that good for the environment and may in fact be worse for global warming. Based on scientific studies, when such factors as fertilizer used, energy for processing, and land used are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jason Goldsmith

Carol Wagner

July 4, 2008 10:51 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Using food for fuel does not make sense! Besides it takes more energy to make ethanol than you get out of it!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carol Wagner

Christine Nall

July 4, 2008 10:47 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition it is not only rising "energy costs" that have made food more expensive, but the use of corn for ethanol is directly related. A recent university study (the UCLA I believe) showed that it can take up to 420 pounds of corn to produce ONLY ONE GALLON OF ETHANOL. The supply/demand factor in the economy has caused the prices of food to rise drastically because it is used as a staple grain for many around the world and as a main ingredient in livestock feeds. I have read that in some cases farmers now find it is cheaper to feed their pigs chocolate than corn feed. Ethanol is also linked to decreasing engine performance and gas mileage. This "gree solution" has caused global famine and is most likely one of the greatest causes behind rising gas prices and a collapse in the economy. Please put an end to this insanity.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Christine Nall

naomi zurcher

July 4, 2008 10:47 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Corn, just as a crop is problematic. It is classified as one of the "heavy feeder" crops, destroying the soil and not recommended for repeat planting. In addition, the relationship of ton of corn to viable bio-fuel end product clearly does not provide a viable solution to our energy problem.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The focus on corn as our "energy salvation" is the extraction industries' delusion and a way of circumventing alternatives that will truly address the problem.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
naomi zurcher

Margaret Caulson

July 4, 2008 10:43 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to attend this message. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Margaret Caulson

Susan Anderson

July 4, 2008 10:43 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Corn-based ethanol is not the solution: it is inefficient and threatens the world's food supply. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Susan Anderson

Brian Pankuch

July 4, 2008 10:43 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The overall question of whether ethanol is good for the environment is quite complicated and even experts disagree on how to calculate the overall benefit. It will take some doing to find the best answer, but it should be made clear that ethanol from corn is not the only answer and probably not the best answer.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Brian Pankuch

elizabeth t. Rockwell

July 4, 2008 10:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please give fair consideration to other products that can be converted to ethanol cheaper and with less production of pollution

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
elizabeth t. Rockwell

Joanne Wheeler

July 4, 2008 10:23 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

ETHANOL IS NOT WHAT IT IS ADVERTISED TO BE--IT IS AFFECTING FOOD PRICES, FARMERS, CONSUMERS, THE WORLD. THE FALSE ADVERTISING FOR THE PRODUCT IS UNETHICAL.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joanne Wheeler

Lynn Glorieux

July 4, 2008 10:21 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lynn Glorieux

Nancy Churchill

July 4, 2008 10:21 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) during the crucial Federal Trade Commission review of its "Green Guides" for environmental marketing and advertising.

I, myself, in an effort to help the planet, have erroneously bought into Environmental advertisements for ethanol as a green alternative to gasoline which have exploded recently. I am appalled to learn, now, that these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Imagine my horror to learn that, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline!

But it is important to producers, such as Archer Daniels Midland, to continue to continue to rake in profits from ethanol as an alternative, whether or not they are aware that it is actually harmful to the environment. It's time to hold them to account.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nancy Churchill

Dave Luckens

July 4, 2008 10:20 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. p.s.,i'm far from an expert on this matter,but i'd like to see your agency examine the role of adm in the marketing of "today's ethanol",also i'd like to better understand why sugar based ethanol ala brazil is being squeezed out of the picture.thanks.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dave Luckens

Irving Lillien

July 4, 2008 10:20 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. Most are nothing more than marketing gimmicks devoid of sound scientific foundation, such as General Motors' "Live Green, Go Yellow" campaign. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Irving Lillien

Elizabeth Leigh

July 4, 2008 10:12 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The even more important aspect of it for me is that corn is FOOD, and using it for driving is sinful. There are vastly better plants for making ethanol, the best being old ditchweed, industrial hemp (NO psychoactive elements!), grows without any fertilizers or pesticides or genetic modification, and is essentially unexploited in the US right now. The founding fathers required its growth, even not knowing what wonderful things it can be used for.

Sincerely, Elizabeth Leigh

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Elizabeth Leigh

Constance Del Nero

July 4, 2008 10:12 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We haven't a moment to lose! We **MUST** begin tackling the problem of energy production and global warming. While we must develop fuels different from the gasoline we currently use, it should be clear that the solution **MUST** offer an improvement and not simply a diversion. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). I don't believe that ethanol is the solution to our problems.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Constance Del Nero

John Nelson

July 4, 2008 10:12 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. Ethanol in lex fuel cars could be a useful interim solution, but corn based ethanol is not rational. If fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Nelson

Susan Mankin

July 4, 2008 10:07 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I fear the support for ethanol is simply another veiled giveaway for the corporate farming corporations. I'm not a conspiracy theorist, but this seems very transparent. Otherwise why would the FTC be promoting an inefficient fuel?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Susan Mankin

Jane Markham

July 4, 2008 10:05 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Bad idea making a fuel alternative out of a major key stone food source you guys have got to stop and think about the consequences of your actions! As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jane Markham

Carl Homan

July 4, 2008 10:04 AM

Chairman William Kovacic

Subject: my concerns about ethanol use and advertising

Dear Chairman Kovacic,

What's up with the marketing of corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

I believe those who are telling me that advertisements for ethanol as a green alternative to gasoline are not based on sound science, and that so-called green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are presenting it as if it is sound science.

I believe that, when issues like fertilizer use, energy for processing, and land use are taken into account, corn ethanol production will actually do more harm than good.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carl Homan

David Kendall

July 4, 2008 10:00 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am also concerned that diverting corn from the food stream where it is essential, to the fuel stream where less expensive alternatives for biofuels are available is not wise. We are upsetting the economies of friendly countries which depend upon corn as a vital food, unnecessarily inflating their prices. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Kendall

Diana Jonen

July 4, 2008 9:53 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC is in the process of reviewing its "Green Guides" for environmental marketing and advertising, I urge you to examine the facts on corn-based ethanol and "Flex Fuel" vehicles.

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over gasoline.

We must be scientific and not use food for fuel when its production possibly consumes more fuel than it produces. Farmers are reaping temporarily huge profits from growing corn for fuel, but suffering losses in trying to raise livestock - the corn they need is no longer affordable as FEED!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Diana Jonen

James Thomas

July 4, 2008 9:48 AM

Chairman William Kovacic

Subject: Honesty Is Always The Best Policy

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Thomas

Melissa Howse-Willard

July 4, 2008 9:47 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertisements

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have practically exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Melissa Howse-Willard

Elizabeth Wheat

July 4, 2008 9:34 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) so that they accurately portray the facts.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Elizabeth Wheat

Mark Bennett

July 4, 2008 9:34 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

When the FTC reviews the "Green Guides" for environmental marketing and advertising, I strongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

By all accounts, the "Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline."

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mark Bennett

PHOEBE TURNER

July 4, 2008 9:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). ETHANOL IS AN ABUSE OF THE ENVIRONMENT AND CAUSES INFLATION IN FOOD COSTS.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
PHOEBE TURNER

Peggy Cavanaugh

July 4, 2008 9:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to carefully scrutinize the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising.

It appears to me that environmental advertisements for ethanol as a green alternative to gasoline are frequently misleading and do not take into account the environmental costs of ethanol production. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Peggy Cavanaugh

Joel Gordon

July 4, 2008 9:27 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

"As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline."

While the above quotation is not in my own words, I believe the content is scientifically correct.

Yours,

Joel E.Gordon

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joel Gordon

Suzanne Nordstrom

July 4, 2008 9:26 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

What we really need is a Marshall Plan to create mass transit in this great nation of ours! The urgency of this issue cannot be downplayed.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Suzanne Nordstrom

Martin H. Stevens

July 4, 2008 9:20 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental ads for ethanol as a green alternative to gasoline have exploded recently; many are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually result in an increase in the production of air pollution over straight gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Martin H. Stevens

Ann Tracy

July 4, 2008 9:19 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I have a good deal of trust in the Union of Concerned Scientists, and I have read their information regarding concerns around the production of ethanol. I am forwarding their letter to you, with concerns on my part.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for your consideration.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ann Tracy

Tim House

July 4, 2008 9:18 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The purpose of finding new fuels ought to be to reduce global warming and create energy independence. It is NOT to create more business for corn agri-businesses.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Tim House

Medini Longwell

July 4, 2008 9:15 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

More and more Americans are calling for cleaner and cheaper alternatives to gasoline, and I am among them. However, I do have serious reservations about using food products when people and livestock need this food and other, better alternatives are available.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Medini Longwell

Mary Callaway

July 4, 2008 9:15 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, I have a Honda Civic Hybrid and have found that when I put gas that has ethanol added in my car, I get 4 to 5 miles less per gallon (approx 36 to 38 mph). So ethanol doesn't help the environment as much as proponents would have you believe. By paying a few cents more per gallon for gas without ethanol my car gets 42 to 44 mph. And friends and neighbors have told me their lawn mowers have to be filled more often also.

So please take this into consideration.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mary Callaway

Arthur Swers

July 4, 2008 9:11 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need to know the facts, so that we can act upon them while there's still time.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Arthur Swers

Josh Abbey

July 4, 2008 9:09 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Bureaucrats and politicians only listen to scientists when it suits their own agendas. If you want a better weapon, or mousetrap, you go directly to scientists and engineers. When you don't want to listen to them because they warn against the financial interests of lobby money you take... you label the same scientists and engineers as kooks and tree huggers. Scientists become green nuts with a doomsday message.

Life on earth will NOT end due to global warming. However, conditions that make human life ideal WILL end due to global warming. Many species will survive the climatic shift. Life on earth will go on. But it might not include many land mammals. Sharks and cockroaches will still be plentiful - so crooked politicians and bureaucrats will survive in spirit.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Josh Abbey

Fred Gutnick

July 4, 2008 9:02 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I ask the Commission will do all in its power to monitor and establish progressive and forward thinking guidelines for the marketing of biofuels, such that we quickly reduce our overall carbon footprint and quickly reign in and control mankind's contribution to global warming.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Fred Gutnick

Lee Sorensen

July 4, 2008 8:58 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to false claims being made the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lee Sorensen

Larry Canino

July 4, 2008 8:53 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

I support alternative fuels that reduce greenhouse gases but WE NEED TO BE SURE the purported reductions are based on sound science. When fertilizer use, energy for processing, and land use are taken into account, CURRENT corn ethanol production MAY increase the production of global warming pollution relative to gasoline. I am an engineer by trade who purchased a 2002 Dodge Caravan which can run on E-85, but (even after some investigation)it is not clear to me if filling it with this fuel produces more or less greenhouse gases than using conventional gasoline. But what is clear is that the flood of GREEN advertising is grossly overselling benefits (if any)of CORN ethanol.

Larry Canino

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Larry Canino

C.S. Russell

July 4, 2008 8:49 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am an organic chemist and biochemist and obviously don't slavishly believe what is fed to the public by special interests.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The world food supply is being impacted and compromised by this foolhardy, precipitous policy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

C.S. Russell

Dept Chem %pa_address% Biochem, City College-CUNY

Wilson Lutz

July 4, 2008 8:44 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is imperative that the FTC make increased use of scientific consultants as it reviews and passes judgment on various forms of "green fuel" advertising.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Wilson Lutz

Barbara Beer

July 4, 2008 8:44 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Will you finally do the right thing for earth life after you try everything else?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Barbara Beer

Mark Schindler

July 4, 2008 8:43 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need to use the fuel that with processing absorbs the most carbon.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mark Schindler

Kurt Lightfoot

July 4, 2008 8:22 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As you can see by these letter campaigns, we are watching and we do care. America is waking-up.

You're important --- please help by doing the right thing, not the neo-con thing.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kurt Lightfoot

Kurt Roth

July 4, 2008 8:17 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution (i.e., greenhouse gas emissions) relative to today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kurt Roth

Carol Rasmussen

July 4, 2008 8:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also the use of ethanol seems like a way to justify, sustain and increase the corn subsidies that are already ruining the American farm, keeping farmers from growing anything else, and continuing to support the terrible corn syrup diet this country is surreptitiously being feed.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carol Rasmussen

Harold Bauer

July 4, 2008 8:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I purchased a conventional 2008 civic getting 40 MPG, too low mileage for me, because a plug in hybrid or truly highly efficient vehicle wasn't available.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Harold Bauer

Chris Iosbaker

July 4, 2008 8:01 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This information has been around for some time and I feel despairing of the continued marketing of biofuel made from corn not including the true cost of this fuel to the environment. I have many family still living in Iowa and having grown up there I am fully aware of the effects of changing this growing industry in this corn producing state. However, I am most interested in the planet as a whole and regret that the decisions to go ahead in such a big way and so quickly with the creation of this industry in Iowa was a mistake.

Please do what you can to be more honest in the marketing of this fuel and to encourage the industry to begin revamping their focus from corn to other more sustainable crops that could possibly be used for biofuel and less costly to the environment.

Thank you for your time.
Chris Iosbaker

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Chris Iosbaker

john Cottone

July 4, 2008 8:00 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Recently the Physicians Committee For Responsible Medicine (PCRM) sued McDonald's for dishonesty in advertising about healthy food. The pointed out that food containing trans fats was not healthy food and they won in court.

Corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) are not an answer to our fuel problems and are not good for our environment. I urge you to review the marketing of these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign as they are not based on sound science and should be considered as dishonest advertising.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

John Cottone PhD, ND.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the

appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
john Cottone

Dennis Sullivan

July 4, 2008 7:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline are everywhere. But these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When considering is given to the impact of fertilizer use and energy for processing, corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Sound policy must be based on honest assessments of the impact.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dennis Sullivan

Jean Linn

July 4, 2008 7:55 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) when reviewing "Green Guides."

Concern for the impact scarcer corn supplies will have on the world food crisis in developing nations is one cause for caution. Another is that successful flex-fuel use in Brazil has come about through use of their excess sugar cane and plant-waste ethanol production, not through corn-based ethanol production. Corn is widely used as a feed grain and use for fuel could also result in much higher meat prices to US consumers.

Beyond these concerns, ethanol from corn could actually cause more problems than it solves:

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Contrast this with misleading advertising campaigns, such as General Motors' "Live Green, Go Yellow" campaign, which is not based on sound science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jean Linn

John Gau

July 4, 2008 7:47 AM

Chairman William Kovacic

Subject: Misleading Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Domestically produced corn-based ethanol is a dubious response to energy and environmental concerns, although it may have political support from special interests.

Advertisements for ethanol as a green alternative to gasoline are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Gau

Jimmy Benton

July 4, 2008 7:43 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Another point related to this topic is the fact that corn is FOOD! Corn prices are rising rapidly, placing this worldwide staple out of the price range of poor people, who are starting to live on DIRT! How can this be right? It can't be OK for people to starve so that Americans can drive their "Flex Fuel" Chevy trucks to the mall.

Please help us to do the right thing.

Thanks

Jimmy

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jimmy Benton

Elaine Mayer

July 4, 2008 7:43 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Fertilizer use, energy for processing, and land use for corn ethanol could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Elaine Mayer

Jennifer Hixon

July 4, 2008 7:42 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please let's not waste this opportunity to make rational changes in our fuel supply! We don't want to exchange bad for worse.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jennifer Hixon

Kenneth Fogarty

July 4, 2008 7:42 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please be sure that the Federal Trade Commission includes in its review of the "Green Guides" for environmental marketing and advertising a careful analysis of the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kenneth Fogarty

Leonard and Mrs. Ellen Zablow

July 4, 2008 7:35 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Leonard and Mrs. Ellen Zablow

Jennifer Books

July 4, 2008 7:33 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for hearing what I have to say on this.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jennifer Books

John Rhodes

July 4, 2008 7:30 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Also I have noticed when I burn gas with the 10% blend my mileage is reduced greatly which means even more pollution is being introduced as I have to use more gas.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Rhodes

Joseph Jackson

July 4, 2008 7:27 AM

Chairman William Kovacic

Subject: Green Guides MUST address ethanol advertising!

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline has exploded recently. These "green-marketing" techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production surely actually represents an increase in the production of global warming pollution over today's gasoline! This advertizing is, in reality, deceptive, and SHOULD probably make them a target for criminal prosecution!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joseph Jackson

Jay Zoellner

July 4, 2008 7:27 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising.

Environmental advertisements for ethanol as a green alternative to gasoline, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, WHEN ISSUES LIKE FERTILIZER USE, ENERGY FOR PROCESSING, AND LAND USE ARE TAKEN INTO ACCOUNT, CURRENT CORN ETHANOL PRODUCTION COULD ACTUALLY REPRESENT AN INCREASE IN THE PRODUCTION OF GLOBAL WARMING POLLUTION OVER TODAY'S GASOLINE.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jay Zoellner

John and Patricia Savage

July 4, 2008 7:24 AM

Chairman William Kovacic

Subject: ethanol advertising

Dear Chairman Kovacic,

We urge the FTC to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline are not based on sound science. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are inaccurate and deceptive. When issues such as fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for your attention to our comments.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John and Patricia Savage

Bruce Day

July 4, 2008 7:19 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

don't let the ag lobby buy yuu -

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bruce Day

Hal B. Anthony

July 4, 2008 7:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Additionally, ethanol's slight moisture content ultimately causes shorter engine life, especially in small motors. In autos, it causes fuel filter and fuel pump clogging and wear. As a gardener, I can attest to the previous batch of ethanol several years ago causing grief to all my motorized possessions, and costing me over \$2,000.00 for a new "in-tank" fuel pump, filter, new mower, string trimmer, and chain saw. Nearly every gardener I've spoken with had a similar experience.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Hal B. Anthony

David and Caroline Tapia

July 4, 2008 7:08 AM

Chairman William Kovacic

Subject: Ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David and Caroline Tapia

Mark Cave

July 4, 2008 7:01 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production will likely represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mark Cave

Jim Hunt

July 4, 2008 6:55 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you most kindly for addressing this issue.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jim Hunt

Margo Morris

July 4, 2008 6:53 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

To use our precious resource, land and soil, to grow fuel and use more fossil fuel to plant and harvest and transport it in all phases is not a smart solution. Somehow we need to get out of the knee jerk action steps and into thinking, researching, and letting those who know how to do that do it!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Margo Morris

Martha Hyde

July 4, 2008 6:49 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Furthermore, the actual cost of the fuel when all of the above are taken into account is far higher than the cost of gasoline. Other plant forms must be considered and it is rather stupid to just use corn for biofuels. The impact on the rest of the economy has already been felt in Brazil who has become energy-independent using soy, sugar and corn as biofuels.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Martha Hyde

Sam Saltonstall

July 4, 2008 6:47 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It doesn't take a political scientist to realize that ethanol production by midwestern corn producers was a sweet deal from the start which will NOT benefit consumers or the environment.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sam Saltonstall

Wolfgang Loera

July 4, 2008 6:40 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn ethanol is a bunch of bullshit!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Wolfgang Loera

Robert St. Pierre

July 4, 2008 6:33 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Let's not adopt another disasterous fuel like we did with gasoline. We need to keep working on a solution until one that truly solves our problem has been found. Corn based ethanol is a distration at best.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert St. Pierre

George Wilkerson

July 4, 2008 6:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. That's not to say that hemp and sugar don't make good ethanol. But corn clearly doesn't.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
George Wilkerson

Roger Holmen

July 4, 2008 6:10 AM

Chairman William Kovacic

Subject: FTC "Green Guides" should address ethanol advertising

Dear Chairman Kovacic,

Ethanol is not the answer to climate change.

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

When all the issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Roger Holmen

Richard Solomon

July 4, 2008 6:05 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As you know the Federal Trade Commission is reviewing its "Green Guides" for environmental marketing and advertising.

I am writing you to today to urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, being used for ethanol are not based on sound science. This campaign does not take into account issues like fertilizer use, energy for processing, and land use.

In fact, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Richard Solomon

Lee Dimin

July 4, 2008 5:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The Union of Concerned Scientists began a Smart Bioenergy Initiative ? a guide to sustainable development of bio-based energy and fuels?with its report, Biofuels: An Important Part of a Low Carbon Diet. This report notes that while biofuels, such as ethanol and biodiesel, could play a part in a low-carbon transportation fuels future; however, issues such as land use, crop type, and production can actually cause some forms of bioenergy that end up producing more carbon than conventional gasoline.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The search for alternate fuels must be expedited and must extend beyond areas already considered. Can the heat of an engine produce enough steam to be a possible alternate fuel - but how do you heat the engine?
Can hydro-electric power run our vehicles, with water powering the recharge of batteries?

We put a man on the moon - this problem should be a lot simpler - it just needs a similar investment.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lee Dimin

Patricia Hubley

July 4, 2008 5:51 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Our efforts to reduce carbon emissions is and will continue to be thwarted if we continue to rely on using corn to produce ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Patricia Hubley

Michelle Bergin

July 4, 2008 5:20 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Based on my past research and professional experience on atmospheric impacts of fuels and transportation, including work at the National Renewable Energy Laboratory, I am often surprised by general perceptions of alternative fuels' impacts on the environment. 'Alternative' transportation fuels are not always a lower impact choice. Please help remove the confusion around these issues, in particular with relation to ethanol, so that people can make choices based on accurate information.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michelle Bergin

Bill Haughton

July 4, 2008 4:45 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol seemed like a good idea..... but we're discovering that it just hadn't been thought all the way through.

Since we are actually making BACKWARD progress by using corn ethanol, we should be re-thinking that decision, but also making more information available to people about the true Green Value of this product.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bill Haughton

Susan Bryan

July 4, 2008 4:28 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I hope you are an exception to the toadies (political appointees who give "no-bid" contracts to morally bankrupt associates) I have seen on C-SPAN, this can be a great country again.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Susan Bryan

Kathleen Fowler

July 4, 2008 4:15 AM

Chairman William Kovacic

Subject: Green Guides: What about ethanol advertising?

Dear Chairman Kovacic,

The "Green Guides" are great, but need to include fuel advertising. I would like to see them address the misleading marketing of corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The marketing of ethanol as a green alternative to gasoline is deceptive since corn ethanol, as it is currently produced, could actually produce more global warming pollution than gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kathleen Fowler

CHIEF DUBIE

July 4, 2008 4:05 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. We could replace fossil fuel in less than 5 years, by replacing it with Hemp(the only thing that you can make from fossil fuel, that you can't make from Hemp, is pollution!!! We could replenish the forest, by making paper out of Hemp, thus replenish the ozone at the same time!!! We could end world hunger, because Hemp is the most nutritious food on earth!!! Save the corn, for the cattle!!! With Hemp's 50.000 uses, we could create enough jobs for every American!!! So is that actually why it's illegal???

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
CHIEF DUBIE

Suruna Amerine

July 4, 2008 3:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I'm a beginner here, but I recall "prairie" grass as an alternative. I put it in quotes because I'm not absolute as to it's proper identifier. If all of the components to provide sufficient corn are negatively impacting the goal, why, and or who, is hocking this? It certainly isn't doing us any favors as consumers. How about we put a skid to this and evaluate just what the heck we're doing? I know, basically, we're on to something, let's get it right!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Suruna Amerine

Rodney and Terri Jones

July 4, 2008 3:50 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rodney and Terri Jones

Carolyn Beck

July 4, 2008 3:42 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am the daughter of a scientist who specialized in energy for most of his career until he passed away nearly two years ago. He presented at three national or international conferences since 2001, and after his 80th birthday. As such, I am appalled at the lack of logic and education with which our citizens, and often our elected officials make their choices for enthusiastic backing in the first case, and funding in the second. It astounds me that the public believes that the only emissions and energy use involved in fuel manufactured from corn and other alternative sources could be those emitted from their vehicle.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carolyn Beck

Barbara Kidd-Hoffmann

July 4, 2008 3:23 AM

Chairman William Kovacic

Subject: Just how "Green" is ethanol? Is the advertising false?

Dear Chairman Kovacic,

I have been doing a good bit of reading on ethanol and whether it really is such a eco-friendly fuel as it has been represented. I find the information below to be a good representation on what researchers have found and I hope you will take time to read it.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Barbara Kidd-Hoffmann

W James Hadden Jr

July 4, 2008 3:03 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I have seen reports that corn ethanol production has problems with the first law of thermodynamics. Then there are the gross distortions of traditional corn markets: the burdens, of course, fall disproportionately on poorer segments of the world's population.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
W James Hadden Jr

Lucy Neale

July 4, 2008 2:54 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

No matter how well intentioned, unfortunately, the conversion of corn and soy into biofuel is not only wasteful of our food supply, the production of it actually could do more harm to the atmosphere than good. In addition, It raises the cost of our food not only locally, but ultimately globally, as it reduces the availability of such products for food and feed. Let's not put the world's food in our automobiles. There will be no shortage of demand for corn and soy without sacrificing it to fuel.

Let us notAs the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lucy Neale

Diedrich Schmidt

July 4, 2008 2:26 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Regardless of the political, personal, or religious beliefs of anyone, the important point is that the dissemination of accurate and truthful information is a priority for the future of humankind. It is critical that what companies, governments, agencies, and the media report is indeed accurate and as unbiased as possible in order to present the facts of the matter. Science and scientific evidence should not be used in a fashion to persuade others in believing a misrepresented information.

Please help to ensure that the people are accurately informed in order to make the best possible decision which allows them to achieve their goals, is in the public's best interest, helps in sustaining the economy, and limits the environmental impact we all make in our daily lives.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Diedrich Schmidt

Carol Alleman

July 4, 2008 2:21 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The crisis on our planet is about more than running out of oil. We waste every precious natural resource: Air, water, soil, each other. Replacing petroleum products with other combustible energy sources will not solve the problems we face. It will only postpone our need to conserve and care for the limited resources of which we demand so much. We will still expose the planet to dangerous levels of damage that cannot be healed.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need to practice and teach conservation and stop wasting what we have been given.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carol Alleman

Rosalie Sable

July 4, 2008 2:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We are at a pivotal point regarding our environment, and we need to make the right decisions and not jump on our horses and stampede off in all directions. Please consider this issue carefully.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rosalie Sable

James Whitburn

July 4, 2008 2:13 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. ethanol is still needed but in conjunction with wind mills/nuclear power solar has anybody ever considered that electric eels make enough current to kill a man follow their lead must be something there we can learn.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Whitburn

Joanne Kingsbury

July 4, 2008 2:01 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, ethanol is personally bad for my health, as I am allergic to corn, even having a cornstalk in the office where I used to work, caused a serious allergic reaction. I couldn't breathe and had serious chest pain. I had to get out of the office and go home, and was unable to return to work until they took the cornstalk out of the workplace. and I know I am not the only one allergic to corn. I cannot eat corn either.

Joanne Kingsbury

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joanne Kingsbury

Julie Shearer

July 4, 2008 2:00 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

It is well known by anyone familiar with real science that ethanol production results in more toxic emissions than it is worth to convert to corn. Please don't allow the FTC to be used by special interests to promote corn use to enrich corporate corn growers and increase pollution. You can do a real service by holding to proven cleaner technologies and build trust in the agency you head and the important patriotic mission to help our country and the world.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Julie Shearer

Anthony D'Abbracci

July 4, 2008 1:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. It makes worse than zero sense to push a fuel that takes more energy to produce than it will deliver. Sounds like a special interest boondoggle to me, the taxpayer who suffers the economic consequences.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Anthony D'Abbracci

Sharon Hawks

July 4, 2008 1:48 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Let's tell the truth, the whole truth, and nothing, but, the truth.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sharon Hawks

Susan Johnson

July 4, 2008 1:48 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

General Motors' "Live Green, Go Yellow" campaign, is not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Susan Johnson

Gina Garcia

July 4, 2008 1:46 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use (destroying forests and wetlands which store huge amounts of carbon) are taken into account, current corn ethanol production dramatically accelerates global warming pollution more than today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gina Garcia

Ronald Fuchs

July 4, 2008 1:42 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The top priority should be reduction of consumption.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ronald Fuchs

Hugh Harwell, MRP

July 4, 2008 1:42 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and biodiesel and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. They are just another example in a long and disgusting history of corporate marketing deceptions.

Indeed, when factors like fertilizer and pesticide production, distribution and use; energy for planting, harvesting, processing, and transportation of biofuel; combustion products; and land use are fully taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. In addition, the abuse of diminishing agricultural soils to produce BTU-dense fuels instead of nutrient-dense foods is an utterly immoral choice of priorities that should be explicitly outlawed and should never be allowed without full source disclosure so that consumers can make smarter choices of which producers to patronize.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Hugh Harwell, MRP

joanna mcclure

July 4, 2008 1:36 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We knew these costs back in th 70's. How could these mistaken ideas be promoted?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
joanna mcclure

Priscilla Bradley

July 4, 2008 1:29 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And some people in the world are hungry. Corn should be used to energize people. If ethanol is developed, it should be made from grasses, etc. that can be grown on poor soils, without tilling or using fertilizers, pesticides, and herbicides.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Priscilla Bradley

Rebecca Hummel

July 4, 2008 1:26 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I feel it's very important for us to find alternative fuels, but we have to be accurate in advertising so we can discern which ones will truly bring an overall benefit to our world. Please help us all make sure that we're supporting only those alternatives that will actually make a difference for good and not those which will have serious negative side effects. We must have the whole truth in how each alternative energy will impact our environment so that proper and appropriate choices can be made by the consumers.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rebecca Hummel

A.E. White

July 4, 2008 1:24 AM

Chairman William Kovacic

Subject: Green Guides is to address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
A.E. White

Lawrence LaVerdure

July 4, 2008 1:24 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is regretable that some citizens are so eager to make money on corn-based ethanol that they are willing to misrepresent the efficacy of this product as a "Green" substitute for gasoline. Some regulation of these fraudulent claims is way overdue and I am hoping that when the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, that you will bring some honesty to advertising about corn-based ethanol and the so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lawrence LaVerdure

Trenton McKinney

July 4, 2008 1:18 AM

Chairman William Kovacic

Subject: Green Guides should address false ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn based ethanol is an awful alternative to gas and should not be subsidized. If we must have ethanol, then we should be using unfertilized switch grass based ethanol. However, if we want to really do the right thing, then pass stronger legislation for drastically improving fuel efficiency in all vehicles and stronger financial support for research for hydrogen fuel-cell and electric vehicles.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Trenton McKinney

Dona van Bloemen

July 4, 2008 1:11 AM

Chairman William Kovacic

Subject: Green Guides Should Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dona van Bloemen

Marty Shows

July 4, 2008 1:11 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). You have an important role to play in finding a solution to our energy problem. If we each do our part, we can solve any problem. We are a "can do" nation. We energy consumers are ready to sacrifice, conserve and do our part for our country. You are in a position to have an impact. Our country will thank you.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marty Shows

C. Phillip Houck

July 4, 2008 1:02 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol creates more problems than it solves, if it solves any problems at all. While increasing the cost of food, it does next to nothing to reduce the need for imported oil.

It is far better not to use biofuels if they can't be produced properly. Biofuels only have a place if they do not reduce the amount of land for food crops. The real replacement for gas is cellulosic butanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
C. Phillip Houck

Tria Shaffer

July 4, 2008 12:56 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol is not the answer to our energy needs. The use of ethanol has spurred food shortages, price speculation, and another stab in our weak economy. I have never been for the use of ethanol from the beginning because I grew up on a farm and know that it takes a lot of oil-based fertilizer to grow corn, which is a very heavy feeder of soil nutrients. In fact, you can only grow corn in a field for 2--3 years before it needs a rest. Please make sure people who do not know how corn is grown are given the correct information so they can make sound personal & environmental choices.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Tria Shaffer

amy Shimmick

July 4, 2008 12:54 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Thank you for reviewing the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The industrial production of corn in the US is anything but green, and the myriad of products developed to consume the subsidy-driven excesses are not green solutions.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
amy Shimmick

Andi Weiss Bartczak, Ph.D.

July 4, 2008 12:51 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Andi Weiss Bartczak, Ph.D.

Sandra Mursu

July 4, 2008 12:49 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also, in this election cycle, it appears some would tout the 'virtues' of anything that might seem to ease energy costs as a way to gain support. The public must seek out the facts, rather than believe disinformation. Omission may be a valuable tactic, but the public and the environment are the losers.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sandra Mursu

Stephenie Frederick

July 4, 2008 12:40 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The global climate crisis is real and upon us! Don't let business-as-usual greed destroy our planet and our species. We all need to hear the truth about ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Stephenie Frederick

Vitaly & June Volmensky

July 4, 2008 12:39 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

Vitaly %pa_first_name% June Volmensky

Michele Shimizu

July 4, 2008 12:39 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline do not take into account issues like fertilizer use, energy for processing, and land use, which could cause an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michele Shimizu

michael nola

July 4, 2008 12:37 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Given that corn based ethanol fuels used in FFV are actually worse than petroleum based fuel when all aspects of their production are considered, perhaps we should deal in a world of reality and not Madison Ave. hype if we are to confront the very real dangers we face from global warming. Facts are facts, no matter how we may wish them away, or are this quarters profits of more concern than the future of the only planet we have?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
michael nola

Joanne Feldman

July 4, 2008 12:35 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Where is the funding for research on other sources of biofuel-miscanthus, sugarcane, kudzu, corn byproducts, etc.? Please do the right thing.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joanne Feldman

Bobby Baxter ~ Veteran & Marijuana Felon

July 4, 2008 12:32 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Personal message,

I'm not going to bother with editing and rewriting an experimental composition from last year, puking dog ill from other of your perfidies, just for your stinking cheeks. So be smart, figger it out. Synopsis follows.

Topsoil. Thin and dieing. From you. It is our living flesh, as that you pinch with your hand to see if you are really mortal. I know you corpsefly buttwives don't think you are, but guess again.

Are you going to sell our topsoil to US as ethanol? Massive amounts of it? There are ways to solve all this, but you poisonous vipers will stop that from being known, I'm a poster child for that one. 35 years now. You can't win this. You convict yourselves with your own flapping lips. I'm an old mechanic. The rubber do meet the road jocko, such as I see it, your foul lips are just another blowout trying to run US all into the ditch, The End.

Don't sell our living flesh to us as gasoline. And call monstrousness 'profit'. You die too.. you stinking idiots. I think Samuel Clemens put it pretty well, but I repeat myself.

Are you going to eat gasoline?

bon apetit

BobbyBaxter ~ \$Calculated\$ MilJetGun HCV CrossInfection & Marijuana 'thought crime' Felon

PS Are you any relation to cong/sin 'paid made' \$inator \$muck? Just wondered.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

Bobby Baxter ~ Veteran %pa_last_name% Marijuana Felon

J.B. Spickler

July 4, 2008 12:30 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. I will not mention the effect on food prices which using corn for fuel for cars creates.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
J.B. Spickler

Linda Pope

July 4, 2008 12:28 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As agricultural land is limited and already degraded, it is also important to take into consideration the increase in the cost of food as more land is used for fuel production.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Linda Pope

Gretchen Goodman

July 4, 2008 12:20 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Honesty and transparency are vital in any hope of resolving our energy crisis. Please be truthful in communicating the real cost and environmental effects of corn-based ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gretchen Goodman

Sr.M. Amelie Hawxhurst,RSM

July 4, 2008 12:17 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I EARNESTLY URGE YOU to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, ARE NOT BASED ON SOLID SCIENCE--THIS IS DANGEROUS and VERY MIS-LEADING INFORMATION !!! Indeed, when issues like fertilizer use, energy for processing, and land use ARE TAKEN INTO ACCOUNT, CURRENT corn ethanol PRODUCTION COULD/WILL REALLY MIS-represent an INCREASE in the production of GLOBAL WARMING POLLUTION OVER AND ABOVE TODAY'S GASOLINE !!!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sr.M. Amelie Hawxhurst,RSM

Rick Vanden Heuvel

July 4, 2008 12:15 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol from corn is not the answer to climate change. Conservation and electric cars are a far more efficient road to take.

Take the corn out of ethanol!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rick Vanden Heuvel

david melander

July 4, 2008 12:14 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The up shot is we need ultra light automobiles; inturn more mile to the gallon will result.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
david melander

Donlon McGovern

July 4, 2008 12:10 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are viable alternatives to corn based ethanol e.g. cheatgrass which should be exploited rather than such a valuable food commodity as corn.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Donlon McGovern

Robert Mihaly

July 4, 2008 12:07 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am concerned that today's advertising for ethanol is horribly misleading. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. That doesn't solve the problem.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Mihaly

Loretta Robb

July 4, 2008 12:07 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please make sure the information being issued to consumers is based on the best available science. Thank you,

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Loretta Robb

karen frank

July 4, 2008 12:03 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

T "looking good" techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Another more important concern is for livelihood and availability of food for poorer farmers in countries tht cannot compete with USA farmers massive production.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
karen frank

Mitchell Krasny

July 4, 2008 12:03 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The FTC should compare corn-based ethanol side by side with cellulosic ethanol (primarily from switchgrass, but also from wood chips, weeds, and other bio-waste). In addition to being three times less polluting than corn-based ethanol, switchgrass requires less fertilizer, ground, and water, grows faster, is more adaptable and hardier than corn, which makes much better food than fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mitchell Krasny

Carol Mone

July 4, 2008 12:02 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on fact. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production actually represents an increase in the production of global warming pollution over regular gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carol Mone

Denise D'Anne

July 4, 2008 12:02 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

I am not willing to have the rest of the world starve so I don't have to feel guilty of driving my car by using corn-based fuels.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Denise D'Anne

Amy Umpleby

July 4, 2008 12:01 AM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Many green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn especially is a poor source for ethanol. Please review ethanol advertising carefully when you update the "Green Guides."

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Amy Umpleby

ALICE BARTHOLOMEW

July 3, 2008 11:58 PM

Chairman William Kovacic

Subject: Green Guides Need to address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please allow the "Green Guides" to tell the real truths.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
ALICE BARTHOLOMEW

John Roshek

July 3, 2008 11:57 PM

Chairman William Kovacic

Subject: Marketing and advertising of ethanol

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Roshek

noelle moyer

July 3, 2008 11:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please consider research and policy efforts which are guided by a set of core bioenergy principles to help guide us down the path to a cleaner, more secure energy future. They include:

1)Minimize global warming pollution 2)Combine bioenergy with efficiency, conservation, and smart growth 3)Protect public health 4)Promote ecologically sound bioenergy systems 5)Ensure bioenergy developments expand economic opportunity

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
noelle moyer

Jan Garton

July 3, 2008 11:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The truth is that there are few "green" options when it comes to fueling our vehicles. Americans deserve the truth, and our planet's health requires us to make honest, informed choices -- including NOT driving.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jan Garton

Art Fitzgerald

July 3, 2008 11:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Keep in mind, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could very well represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Art Fitzgerald

Joan Harris

July 3, 2008 11:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for your consideration in this matter.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joan Harris

Joseph Venable

July 3, 2008 11:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). To say that it's misleading would be too mild a criticism. It's dead wrong.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joseph Venable

David Hajicek

July 3, 2008 11:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Corn based ethanol fuel is a net energy loss. It also significantly reduces the milage of vehicles using it, further reducing any advantage it might have.

The price of corn has risen to the point where it is causing food crises in 3rd world countries.

Please eliminate Corn based ethanol fuel.

Corn based ethanol fuel is not the solution it claims to be. It is a dead end. It is worse than nothing.

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Hajicek

Sharon Morris

July 3, 2008 11:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have recently become ubiquitous. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on scientific analysis. When fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could represent an increase in the production of global warming pollution over today's gasoline.

Please include these considerations in the guide, since many Americans are unaware of the true costs and benefits of ethanol production.

Thank you for considering my comments.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sharon Morris

Lucio Chiaraviglio

July 3, 2008 11:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is also true that ethanol production competes with food production at a time of rising food prices at home and increasing starvation in the world. Ethanol is neither green or healthy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lucio Chiaraviglio

Margaret Ingalls

July 3, 2008 11:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn based ethanol not only is not reducing carbon dioxide emissions, it is competing with land for food, which raises food prices. The addition of ethanol to fuel lowers gas mileage and forces refineries to make adjustments to prevent the increase in pollutants that comes from adding ethanol to gasoline. We cannot afford to encourage this fuel in any way.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Margaret Ingalls

Allan Silverthorne

July 3, 2008 11:38 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I ask you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have proliferated widely recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production most likely actually represent an increase in the production of global warming pollution over today's gasoline. Besides this, and the serious driving up of food prices, the use of corn ethanol may be diverting attention away from real "green" alternatives.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Allan Silverthorne

Samantha Fairchild

July 3, 2008 11:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Why are we not growing hemp? But I digress...

Read this please As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Samantha Fairchild

Ka Higgins

July 3, 2008 11:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ka Higgins

Larry Lambeth

July 3, 2008 11:25 PM

Chairman William Kovacic

Subject: Matter of great importance: ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Larry Lambeth

Evan Hazard

July 3, 2008 11:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As you review the "Green Guides" for environmental marketing and advertising, please look closely at the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are scientifically suspect. When fertilizer use, energy for processing, and land use are accounted for, current corn ethanol production probably represents an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Evan Hazard

Lynn Cascio

July 3, 2008 11:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Another issue not addressed by the marketing of grain-based ethanol is what will happen to our food supply when huge tracts of farmland are utilized to feed cars and not people.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lynn Cascio

Karen Williams

July 3, 2008 11:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Almost anything remotely connected with the word, "green", is invariably given a "green thumb(s) up"! When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Karen Williams

Catherine Stanton

July 3, 2008 11:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I have also heard that it lowers mileage, and can damage engines in some way. Why not look at sugar, which Brazil has been using for years? They don't rely on gasoline.

Go! Tell it on the Mountain. I had to buy a Korean car to keep from going broke feeding my '87 Buick station wagon.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Catherine Stanton

Donna Gelder

July 3, 2008 11:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol is not as fuel efficient as regular gasoline. Most drivers who use gasoline with even 10% ethanol added to their fuel have noticed a drop in fuel efficiency.

Consumers need to be told the truth so that they will be more willing to seek alternatives.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Donna Gelder

Mary Anderson

July 3, 2008 11:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

FUELS DERIVED FROM CORN ARE NOT AS GOOD AS THOSE DERIVED FROM GRASSES.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mary Anderson

Robin Gregory

July 3, 2008 11:18 PM

Chairman William Kovacic

Subject: Green Guides for ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robin Gregory

S Paredi

July 3, 2008 11:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

ASince the Federal Trade Commission is reviewing its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently - they are misleading. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Consider the fertilizer use, energy for processing, and land use, current corn ethanol production could actually represent an increase in production of global warming pollution over today's gasoline.

This is to say nothing of the deleterious effect on the food market - corn scarcity and high pricing. Corn should not be used as a fuel base - unless only the waste -husks and cobs - are used.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
S Paredi

Clark Davis

July 3, 2008 11:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is disgraceful to use food to make gasoline to crybaby Americans can pay a dollar or so less for a gallon of gas. There are alternatives to use to make this crap and they should be explored. Let's use the corn to feed the hungry people all over the world. The United States has a big debt to pay to Humanity and so far we are way behind in the payments because of the monsters destroying this country today.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Clark Davis

Rod Stoick

July 3, 2008 11:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We must advise the nation that the costs aren't really "green" with ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rod Stoick

Edwin Stein

July 3, 2008 11:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please don't fail to inform us of the truth about ethanol. The word on the scientific "street," backed up by convincing evidence and logical thinking, is that gallon for gallon, using current manufacturing processes, corn-derived ethanol will prove MORE polluting than gasoline. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol in mixtures for flex-fuel vehicles (FFVs) and to evaluate objectively its truthfulness, so that consumers can make wise, environment-saving choices.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques were not developed to save the planet but to sell more ethanol and ethanol-using vehicles--for example, General Motors' "Live Green, Go Yellow" campaign--and they are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It would be a horrible breach of public responsibility if the FTC, either by ignoring this marketing or accepting its falsehoods without objection, were to endanger our future on this planet. Please think "RESPONSIBILITY."

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Edwin Stein

Steven Miller

July 3, 2008 11:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Steven Miller

Judith Kahle

July 3, 2008 11:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Corn is probably the least efficient crop for the production of ethanol, and yet the corn lobby is pushing for increased corn production for that purpose, which is in turn driving up food prices and causing increased famine all over the world. At the same time, corn based ethanol is being marketed and touted as an efficient green product, which it is not. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Judith Kahle

Fred Buckholz

July 3, 2008 11:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, in addition to driving up the price of food.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Fred Buckholz

Cecil Scott

July 3, 2008 11:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Information from authoritative sources like the Green Guides is critical to the choices consumers like me make every day. It is absolutely essential that this information be accurate.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Cecil Scott

Karen Jackson

July 3, 2008 11:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please pay attention to the studies that address this potentially serious misinformation dissemination.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Karen Jackson

gail xandy

July 3, 2008 10:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It's always easy to do the 'knee jerk' thing and jump on ethanol as the saving fuel. I'm glad citizens and politicians are being serious about global warming. There is still time to make sure ALL the facts are in. Review, review, review.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
gail xandy

Danny Dyche

July 3, 2008 10:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as an environmentally sound alternative to gasoline have greatly increased recently. These marketing techniques, such as General Motors's "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Danny Dyche

Theodore VonBartheld

July 3, 2008 10:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I have something that I am going to put right at the top of this letter READ THIS, IF IT IS SO GOOD, THEN WHY NOT MANDATE IT TO BE LAW AND PUT IN EFFECT IN 1 YEAR, SINCE IT IS ALREADY "EPA" APPROVED. If it is not their is a whole lot of lieing going on but what is new, Check this out, it is already out there and looks like it would save about 30% on gas and the environment. I can say I do not know but you people are getting paid to know so check it out.

It says: Earth Fuel Reformulator for gasoline or diesel engines "Any internal Combustion engine. It is called: Ethos - this it says is 100% Natural and Bio-Degradable plus Non-Toxic, Saves on Gas Bill, Double your Engine Life and Cut Your Pollution by 30%. If this is just one part true, we all need to be using it and since it is already on the market it would not be that hard to put into effect. Except for the Auto Makers, The Fuel Companies, Oil Companies, and anyone that makes any kind of Internal Combustion Engine.

Here it is check it out <http://www.thegassecret.net/> it says: Silent Running Engine, Cooler Running Temperatures and Increased Horsepower. With all that I have written down above, If it just dose part of it would it not be a good thing for everyone to have? CHECK IT OUT PLEASE FOR ALL OF U.S.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Theodore VonBartheld

Robert Cox

July 3, 2008 10:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol from hemp -switch grass would be the way to go. Much better than corn. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Cox

Mr. and Mrs. Gene and Doris Peters

July 3, 2008 10:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for addressing this vital matter.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mr. and Mrs. Gene and Doris Peters

cynthia true

July 3, 2008 10:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

the scientists (on CSPAN 2006) said ethanol takes too much energy to make. that's the problem they thank you As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
cynthia true

Andrew Miles

July 3, 2008 10:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is an absolute waste of resources to keep buying lipstick for this pig.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Andrew Miles

Anne Griffin-Lewin

July 3, 2008 10:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol.

Cellulosic, not corn-based ethanol, is the biofuel of the future.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Anne Griffin-Lewin

James Morrison

July 3, 2008 10:44 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Moreover, the use of food (corn) to make ethanol has other disastrous consequences for the American and world food market.

Someone has to step up and rein in the misleading advertising and hype for corn-based ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Morrison

Raymond Yurkewycz

July 3, 2008 10:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science and engineering. Indeed, when all inputs & outputs to corn-based ethanol are considered, issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Raymond Yurkewycz

Stephanie Grout

July 3, 2008 10:37 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Mahalo a nui (thanks very much).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Stephanie Grout

Jeremy Winick

July 3, 2008 10:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Moreover the artificial high cost of corn ethanol has caused a renewed planting on marginal land that exposes soil erosion and can impact flooding as recently experienced in Iowa.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jeremy Winick

William Skip Dykoski

July 3, 2008 10:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

No responsible conservation organization is saying anything but that corn based ethanol will increase the threat of global warming from our current practices. Return corn to feeding people, not cars.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Skip Dykoski

Nicki Jimenez

July 3, 2008 10:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

THIS IS SO IMPORTANT!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nicki Jimenez

kay doost

July 3, 2008 10:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

There is no question that we have to seek new ways to address the need for fuel, but we should not rush to an alternative that does not truly address the larger issue of serious pollution. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
kay doost

Henry Frank

July 3, 2008 10:28 PM

Chairman William Kovacic

Subject: Ethanol Advertising

Dear Chairman Kovacic,

Please review the marketing of corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental ads, such as GM's "Live Green, Go Yellow" campaign, are not based on sound science.

When you count issues like fertilizer use, energy for processing, and land use, corn ethanol production actually represents an INCREASE in pollution over today's gasoline.

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Henry Frank

Susan Broadhead

July 3, 2008 10:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please attend to this message from the Union of Concerned Scientists. Its voice has real authority and deserves to be heard.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Susan Broadhead

In reviewing the Green Guide Jacobs

July 3, 2008 10:20 PM

Chairman William Kovacic

Subject: Green Guides and ethanol advertising

Dear Chairman Kovacic,

You have, no doubt, gotten lots of letters about ethanol advertising. Ethanol is NOT a solution to today's energy problems. It seems likely that its true cost is higher than gasoline and its impact on food prices is unacceptable. I urge you to make the producers of ethanol justify their claims, use sound science and not mis-lead the consumer.

In reviewing the Green Guide guidelines please make sure that claims for ethanol, as a fuel, are accurate.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

In reviewing the Green Guide Jacobs

Beth McClellan

July 3, 2008 10:19 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Beth McClellan

Charles Andrade

July 3, 2008 10:19 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, not to mention the impact on food prices.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Charles Andrade

Karen McAnnally

July 3, 2008 10:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission is reviewing its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Karen McAnnally

Reed Buley

July 3, 2008 10:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

When the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

thank you for your time.

Reed Buley

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Reed Buley

Susan Drees

July 3, 2008 10:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am also concerned about the global food crisis and the diversion of land and crops for fuel rather than food. This is not the quick fix that is advertised.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Susan Drees

David Jasper

July 3, 2008 10:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please abandon ethanol funding, development, and marketing. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually consume more 'foreign oil' than just burning gasoline. And on top of that we are burning food for fuel. It is a bad alternative. We can do better. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Jasper

Tim Glover

July 3, 2008 10:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for considering my comments.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Tim Glover

Donald MacMullan

July 3, 2008 10:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

For the country's sake do the rational, intelligent thing instead of listening to the lobbyists and special interests: before the USA deteriorates further.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Donald MacMullan

Emily Troemel

July 3, 2008 10:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol from corn is NOT a solution to our energy crisis!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Emily Troemel

Lawrence Thompson

July 3, 2008 9:58 PM

Chairman William Kovacic

Subject: Green Guides must address corn ethanol

Dear Chairman Kovacic,

The Federal Trade Commission will review its "Green Guides" for environmental marketing and advertising, and I urge you to review the marketing of corn-based ethanol. Phony environmental advertisements for ethanol as a green alternative to gasoline have become common. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on scientific thinking, but rather on a cynical public relations campaign. Using ethanol from corn is worse than using gasoline alone in terms of global warming.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lawrence Thompson

Howard McFann

July 3, 2008 9:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are other ways to obtain ethanol than corn, and these should be explored. Don't you realize the food shortage you are creating by taking valuable land away from foodstuff growing just to satisfy the corn and ethanol bloc?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Howard McFann

Robert Michael--Cerello

July 3, 2008 9:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have been increased shockingly recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. It is a concrete-bound unthinking attempt to replace one dangerous product, oil, refined into gasoline, with another; the trade-off, here as scientists tell us, depends on how the exchange is done--one cannot solve a problem of this sort without thinking.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This is vital to our future.

Lies and fake advertisements by corporate polluters are not going to change anything. You can, and must.

This too important an issue to ignore. It's good for everyone if false advertising is stopped. Cold.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Michael--Cerello

John Rogers

July 3, 2008 9:50 PM

Chairman William Kovacic

Subject: Please apply Green Guides to ethanol ads

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and "Flex Fuel" ethanol or gasoline-powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Rogers

Newell Witherspoon

July 3, 2008 9:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Newell Witherspoon

Barbara Brandom

July 3, 2008 9:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As a 50 something physician, I am VERY concerned about the state of the world that my children will inherit. We in the USA must develop and impliment responsible, effective energy policies. This MUST include a broad appreciation of environmental impact. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. We CAN NOT afford to ignore this.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Barbara Brandom

David Moutner

July 3, 2008 9:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need to address our energy needs, not by switching to similar combustion based alternatives but by investing in non polluting energy sources with true net energy yields and alternative propulsion devices.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Moutner

Frank Heatherington

July 3, 2008 9:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are viable alternatives, such as home generated wind and solar power for plug-in hybrids. This beats the heck out of corn ethanol and palm oil diesel!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Frank Heatherington

Mark Lee

July 3, 2008 9:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Boondoggle...

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mark Lee

Deborah Steiner

July 3, 2008 9:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The ethanol business folks are feeding us a line. Please do all you can to study this issue and demand the truth from those in business, not just their 'bottom line'.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Deborah Steiner

Bernadine Wessel

July 3, 2008 9:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). In my understanding a Commission of your caliber must have all the facts from all the angles supported by scientists before making statements.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bernadine Wessel

Benjamin Sibelman

July 3, 2008 9:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the misleading marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

While marketing ethanol in general as a possible improvement over gasoline could help, it must be made clear that the only sources of ethanol that make sense in the long run are more efficient ones such as sugarcane, or preferably, grasses and agricultural wastes that are not also needed for food.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Benjamin Sibelman

H.Marie Ostrander

July 3, 2008 9:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need to get this right and soon. Let's not make the situation worse by trying to do something good. We may not get many chances to clean up the mess this civilization has made with the environment but our children's future will depend on changing what we are doing.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
H.Marie Ostrander

Alvin Hadad

July 3, 2008 9:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

ALSO: "as I understand it", it costs as much energy to grow and use corn as we can get from doing so. SUGAR crops, on the other hand, will provide "eight times" the energy than it costs to grow it. Corn is not the answer to our energy problems.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Alvin Hadad

William Williams

July 3, 2008 9:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs), as the FTC reviews its "Green Guides" for environmental marketing and advertising.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global-warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Williams

Jim George

July 3, 2008 9:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jim George

John Gaffin

July 3, 2008 9:27 PM

Chairman William Kovacic

Subject: Green Guides must address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Gaffin

marcia Curran

July 3, 2008 9:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

You know this as well as I do, so please do the right thing for the future of this country and the world--make your decision on the full truth, not fantasy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
marcia Curran

Keitha Hudson

July 3, 2008 9:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Why aren't we looking at grasses?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Keitha Hudson

Marilyn Davey

July 3, 2008 9:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marilyn Davey

Sten Mawson

July 3, 2008 9:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I know it sounded good at the beginning, but we must use the intelligence of science to guide our efforts, not just what "sounds" good when said by a proponent. So take a close look at corn-based ethanol independently of our desire to do something, anything about alternatives to oil based fuels.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sten Mawson

aiko sumida

July 3, 2008 9:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol is not the answer to global warming or pollution. I have some major concerns about touting it as the answer to global warming. Arizona has been using ethanol for a number of years during part of the year. I've talked to people who suffer from respiratory disorders and I hear that within a month of ethanol being used respiratory doctors' waiting rooms fill up. My doctor explained that a byproduct of burning ethanol is aldehydes; this includes formaldehyde.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
aiko sumida

Maureen Roy

July 3, 2008 9:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We are not going "green" when we still need regular oil to mix with the corn oil. There are other resources for fuel. You need to take a harder look.

Send the corn to the starving nations of the world.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Maureen Roy

Ann Cockrell

July 3, 2008 9:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

For GOODNESS SAKES !! Sawgrass is the best for ethanol, requires no fertilizer. Corn must be used for food NOT FUEL.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ann Cockrell

Bruce Jackson

July 3, 2008 9:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn is and always should be food. The answer to our current dilemma is making the Automotive companies produce cars that burn gas more efficiently by vaporizing fuel before combustion (better fuel delivery). And conversely making the Oil companies produce gas that will vaporize easier by adding esters to spread the fuel molecules apart more.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bruce Jackson

Robert Slatten

July 3, 2008 9:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

GreenFuel Technology creates biofuels using carbon dioxide and green algae that far exceeds the amount of ethanol that can be produced from corn, etc. A big plus is that it reduces our carbon footprint. Why isn't this process being looked into more closely. Coal being turned into liquid fuel is great but also produces a great deal of carbon dioxide.

Looks to me like GreenFuel technology and liquid coal should go hand-in-hand. The latest motto is: "Think outside the box"

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Slatten

Stephen Mackessy

July 3, 2008 9:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. These factors must be added in to any truly scientific evaluation of the "green benefits" of corn-based ethanol production. Better yet, promote the use of cellulose to produce ethanol, rather than food crops.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Stephen Mackessy

Michael & Rachel Doran

July 3, 2008 9:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission is reviewing its "Green Guides" for environmental marketing and advertising. I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have expanded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Also the energy gained verses the energy expended in ethanol production from corn is marginal at best. It is essentially a fruitless endeavor; a waste of time and energy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michael %pa_first_name% Rachel Doran

James M. Alex

July 3, 2008 9:01 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We desperately need to be smart about our energy policies, we cannot afford to utilize something like Ethanol that is creating more of a problem than its worth. The Government has to decide where the emphasis ought to be and then pursue that end with all figure with the private sector. Wake up Washington...we are sinking in a quagmire of despair,

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James M. Alex

Brad Burch

July 3, 2008 8:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I understand the Federal Trade Commission will review its "Green Guides" for environmental marketing and advertising, I urge you to look at the marketing and advertising of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Brad Burch

Linda Whitworth-Reed

July 3, 2008 8:59 PM

Chairman William Kovacic

Subject: Address ethanol advertising in Green Guides

Dear Chairman Kovacic,

Please review and update the "Green Guides" for environmental marketing, especially ethanol made from corn and "Flex Fuel" ethanol/gas powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Scientists have been saying for several years with increasing certainty that when factoring in fertilizers, processing energy, and land use, corn ethanol as it is currently produced could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Linda Whitworth-Reed

Josh Reese

July 3, 2008 8:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol has less BTU/gal.(reducing mpg and requiring MORE gasoline per trip), costs more to make than it's worth, is raising gas prices, is death to marine/and small power implements (even @ 10% blend) is raising food prices, is depriving people of regular food, and is undermining food bank resources. This is a non-solution to global warming. But a few big agribusinesses are going to get rich working this boondoggle! I'm mad as hell that this is being foisted on to the American people. Do the right thing.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Josh Reese

Alan Scott

July 3, 2008 8:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

A second, but major concern, is the diversion of corn from the food chain to the fuel chain, and the worldwide effect this is having on food prices and availability. You can't blame the farmer for selling the corn to the highest bidder, but profit cannot be allowed to be the only factor in this critical matter.

Honest, and complete, advertising is fundamental to finding and building public support for the solutions that really work.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Alan Scott

Judi Poulson

July 3, 2008 8:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We have 2 ethanol plants within 7 miles of our town! Maybe we can convert them to switch grass or something that is NOT food.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Judi Poulson

John Hinnant

July 3, 2008 8:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am an earth science teacher from North Carolina and am concerned about the ethanol boondoggle. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Hinnant

amy pickering

July 3, 2008 8:52 PM

Chairman William Kovacic

Subject: Please alter Green Guides to address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
amy pickering

David Mog

July 3, 2008 8:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I write out of concern for our global future. Twenty-five years ago I worked as a staff officer at the National Academy on Sciences on a workshop that looked at liquid fuels from biomass. Based on the work of experts in a variety of areas, our report found that sugar to ethanol in Brazil made sense in terms of net energy output but that corn to ethanol in the USA was not a good prospect since the energy inputs were equal to or greater than the net output. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to take a careful look at the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science that has only confirmed what we suspected 25 years ago: when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production actually represents an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Mog

Mary Bruce Snyder

July 3, 2008 8:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are NOT based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global WARMING POLLUTION over today's gasoline! What an unfortunate misrepresentation of facts to the AMERICAN PEOPLE!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mary Bruce Snyder

William Degan

July 3, 2008 8:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And there is also the issue of corn being needed more as a food and feed source. We could be pursuing other sources for ethanol...

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Degan

Donald Lyons

July 3, 2008 8:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I drive two older Flexi Fuel vehicles and would like to know that I am not defeating the purpose, promote Cellulosic Ethanol technology and production by getting the truth out.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Donald Lyons

Arlene Vogele

July 3, 2008 8:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Hydrogen would be a better energy source, because it emits water vapors.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Arlene Vogele

Alex Oshiro

July 3, 2008 8:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. We need the truth in advertising when it comes to the production of ethanol. in my lifetime i have watched the production of ethanol cause world food prices to rise across the board, this is not good for our survival & ethanol is to blame. Global warming is happening now we need to reevaluate what is more important food or fuel. we have the technology to move forward without hurting the earth or our food supplies why do we continue to make bad decisions. we need to move away from fossil fuel burning & develop clean renewable technologies that work with our planet and not against. i urge you to make the right decisions for us all and not a few self interest monopolies!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Alex Oshiro

Marilyn & James Keegan

July 3, 2008 8:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

!!!YOU NOW KNOW THAT CORN-BASED ETHANOL IS A POLLUTING DEAD END! SO HOW LONG IS IT GOING TO TAKE FOR YOU TO DO THE RIGHT THING FOR OUR GRAND CHILDREN AND YOURS AND THE PLANET?**

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marilyn %pa_first_name% James Keegan

Kate DeAngelis

July 3, 2008 8:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kate DeAngelis

Thomas Einstein

July 3, 2008 8:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Finally, it is also clear than corn-based ethanol would not be economically viable without government subsidies and the \$0.51/gal tariff on imported ethanol made from Brazilian sugarcane. It is also true that the fuel economy (i.e. miles/gallon) of ethanol is about 20% less than that of gasoline. And then, of course, there is its effect on food price inflation. All-in-all corn-based ethanol is a fraud.

Respectfully yours,

Thomas H. Einstein

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Thomas Einstein

Richard Newmark

July 3, 2008 8:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing it becomes critically important to reject ethanol from corn as a "green fuel". The world wide grain shortage, exacerbated by flooding in the midwest and droughts in Australia and Spain, has caused prices for food to increase 50%. My niece is working with a non-profit school program in Cambodia and this year, for the first time, students are dropping out in 4th grade to go to work to pay for rice for the family since the cost of rice has doubled. Only ethanol made from switchgrass grown on land not suitable for farming should be allowed.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Richard Newmark

David Percival

July 3, 2008 8:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Let's please use truth and facts to arrive at real solutions to our problems. Science based truths would be nice.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Percival

James Bachman

July 3, 2008 8:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Has any responsible agency evaluated the REAL energy use when corn is turned into ethanol? I think it is essential to determine if we are actually saving fossil fuels and reducing CO2 by using corn based ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Bachman

Gene Marsh

July 3, 2008 8:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It makes no sense to use ethanol if it does not accomplish the goals of reducing environmental impact of burning fossil fuel. For one thing the more acreage we devote to ethanol production the less food is being produced. So we lose in at least two ways.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gene Marsh

michael kelly

July 3, 2008 8:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We cant use food for fuel..the use of corn for fuel has made poor nations starving.Wind, solar,tideal,bio{left over stalk from food}.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
michael kelly

Diane Furno

July 3, 2008 8:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Not to mention how it's raising the costs of basic food staples for my individuals!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Diane Furno

Gilbert Woolley

July 3, 2008 8:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Use of corn to make ethanol has made a major contribution to the large increase in the price of corn and of products derived from corn. This is causing severe hardship in low income countries and also contributes to political instability,

Whatever benefits are claimed for ethanol they are not worth the side effects and the cost to the US taxpayers.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gilbert Woolley

jess walker

July 3, 2008 8:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. corn based fuel will not even help to solve our energy problems....gm,ford,the us government needs to pursue the growth of alge in the uninhabital desert lands for fuel..this is 1.) cheaper 2.) sustainable, 3) WON'T LEAD TO STARVATION OF OUR AND OTHER NATIONS POOR.....ADVERTISE YOUR COMMITMENT AND COMMENCEMENT OF THAT!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
jess walker

Charlotte Freeman Shapiro

July 3, 2008 8:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission is reviewing its "Green Guides" for environmental marketing and advertising, and I urge you to look into the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have proliferated recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Charlotte Freeman Shapiro

Connie Lippert

July 3, 2008 8:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Save for the Green guides technologies that have a true advantage in environmental impact.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Connie Lippert

Sharon Johnson

July 3, 2008 8:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I would greatly appreciate your taking a leadership stance to clear up misrepresentation of corn based fuels as the answer to global warming. Two wrongs do not make a right. Please help consumers understand the true carbon dioxide production figures from corn based fuels.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sharon Johnson

DL Chris Diehl

July 3, 2008 8:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently, and the diversion of corn to the production of ethanol is having detrimental effects on food availability and pricing. Unfortunately, green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
DL Chris Diehl

Nancy Gleason

July 3, 2008 8:20 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Educated people make better decisions. People need to know the truth about ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when the costs of production of ethanol, like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

People who find out the truth when they thought they were doing the right thing for the environment will be very disappointed. Don't let that happen. Spread truth and let people make educated decisions.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nancy Gleason

Alec Walling

July 3, 2008 8:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I know this personally as I started an ethanol E95 (5% gasoline to make the fuel non-potable) fuel company called Freedom Fuel Corp. in 1990, which was going to use corn as a feedstock (using the then \$0.54/gallon subsidy until we could go cellulosic. This effort was based on an invention which gasified ethanol at low temperature and low pressure which we called the Thermocharger.

The company failed.

But we did get into the analysis of how much fossil fuel it took to make ethanol from corn and the outcome was embarrassing from an environmental perspective.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Alec Walling

David Castle

July 3, 2008 8:17 PM

Chairman William Kovacic

Subject: I think Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Castle

Stefanie Mancini

July 3, 2008 8:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Consumers and the American people need the facts about what they are buying into, and what the consequences are. It's time to inform people about the choices they are making. It is our duty as a nation to protect ourselves from harmful effects of certain products we consume, as individuals and as a planet.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Stefanie Mancini

Anthony Costello

July 3, 2008 8:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Using corn to make ethanol only diverts essential food to a frivolous use, and by giving a political incentive to restrictions on importing ethanol derived from sugar cane, encourages distortion of our economy in a way which only gives advantage to a restricted few.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Anthony Costello

Catherine Clark

July 3, 2008 8:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Truth in advertising needs to be implemented across the board. There are many cleaner alternatives to ethanol and the current methods of production are not truthfully told. Please hold ethanol producers responsible for their false advertising, as ethanol, without responsible means of production, is as bad a polluter and contributor to global warming as oil is. Ethanol producers are seeing dollars, but not using responsible methods of production so as to reduce greenhouse gases. There must be truth in advertising.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Catherine Clark

Mary Owens

July 3, 2008 8:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for considering my comments.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mary Owens

Dawn Lauryn

July 3, 2008 8:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please put the emphasis on Cellulose!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dawn Lauryn

Barbara and Mr. Dan Gleason

July 3, 2008 8:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We are aware that the Federal Trade Commission is in the process of reviewing its "Green Guides" for environmental marketing and advertising, and we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have increased markedly recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Barbara and Mr. Dan Gleason

calvin reeves

July 3, 2008 8:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need the WHOLE truth told!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
calvin reeves

Jackie Pomies

July 3, 2008 8:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jackie Pomies

James Conder

July 3, 2008 8:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Conder

Jennifer Chranowski

July 3, 2008 8:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. In addition, our land is a limited resource and using valuable land to produce an environmentally expensive product is not a very good economic choice.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jennifer Chranowski

Thomas Appich

July 3, 2008 8:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Moreover, the additional demand for corn, coupled with this year's devastating floods, is driving up the price of a food that is a staple in many parts of the world where poverty is already a serious problem.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Thomas Appich

Leslie Kastner

July 3, 2008 8:08 PM

Chairman William Kovacic

Subject: Is Ethanol really helping the environment

Dear Chairman Kovacic,

Please help us make sure we are helping the environment instead of causing more damage. This great country must do a better job to ensure our people have the correct information on ethanol. Many people believe they are helping the environment by using ethanol and flex fuel vehicles, when in fact, it may be more harmful to our environment! As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Leslie Kastner

Paul Baker

July 3, 2008 8:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please work for the good of the world, not for the profit of agribusiness and other plutocrats.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Paul Baker

David Warrender

July 3, 2008 8:08 PM

Chairman William Kovacic

Subject: Deceptive ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel".

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Warrender

douglas klauber

July 3, 2008 8:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Get REAL !!! Let's start making decisions using scientific FACTS - not the political feel-good mumbo jumbo.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
douglas klauber

Lorraine Foster

July 3, 2008 8:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I FULLY CONCUR WITH THE ABOVE STATEMENTS AND REQUESTS. THANK YOU.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lorraine Foster

Margaret Lamb

July 3, 2008 8:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I urge you to question the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When fertilizer use, energy for processing, and land use are taken into account, corn ethanol production could actually mean an INCREASE in global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Margaret Lamb

Craig Nazor

July 3, 2008 7:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The automobile and oil companies have compelling financial reasons to lie to the consumer in order to maintain or increase market share. But these lies will adversely effect the entire world and cannot be tolerated without resulting in resentment and social instability. By increasing global warming pollution, the results of this false advertising will greatly increase animosity from countries that have much to loose from rising sea levels. A situation such as this cannot be tolerated without wide and negative reprecussions to the United States on many levels.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Craig Nazor

Danny Wouters

July 3, 2008 7:50 PM

Chairman William Kovacic

Subject: Ethanol advertising is partially deceiving, please fix it!

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Danny Wouters

James Dennis

July 3, 2008 7:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

In solving the complex problems of climate change and our nation's dependence of fossil fuel it is important that our citizens be as accurately informed as possible. Current advertising of ethanol as a fuel fails to note the overall carbon footprint of producing a gallon of this biofuel. In fact most of the advertisements promote it as a green fuel without noting how much the environment is impacted by the increased use of fuel for tractors, fertilizer, water usage, processing of corn to make the fuel, etc. It's possible that a gallon of corn based ethanol may actually put more carbon into the atmosphere than a gallon of petroleum based gasoline.

Truth in advertising must be informative - not deceptive!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Dennis

Robert Pusey

July 3, 2008 7:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We cannot afford to go down the wrong path on this issue, time and money are running out for a solution. The FTC needs to keep the true facts before the public!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Pusey

Michael Hummel

July 3, 2008 7:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As a citizen of Iowa, I find it ironic that on of the largest ethanol plants in the state also built a coal-fired power plant along side to provide the energy necessary to run the process. Increasing the use of fossil fuels to create the ethanol is anything but "green"

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michael Hummel

Dorothy Foster

July 3, 2008 7:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

While the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. This is just wrong. Because when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dorothy Foster

Fredrick O'Keefe

July 3, 2008 7:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Fredrick O'Keefe

Randolph McCreight

July 3, 2008 7:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

**In addition, ethanol decreases gas mileage in cars.

In addition, it creates a buildup of a kind of sludge which inhibits efficient engine use, and requires some kind of additive to clean up the junk.

The use of corn, a necessary food for humans as well as cattle, should be discontinued to create ethanol. There are too many other alternatives which are superior to corn.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Randolph McCreight

Dana Allen

July 3, 2008 7:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As an American, I am outraged that ethanol has been advertised and sold to me as a "clean" alternative to oil. The science does not back up this claim. And it was never advertised that the unintended consequence would be that farmland, water, and fertilizer would be diverted from producing food. I say, those that profit from the production or sale of ethanol should be required to tell the American people and the lawmakers the WHOLE truth, and nothing but the truth. And what is REALLY galling is that my hard earned tax dollars are going to subsidize this sham.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dana Allen

MaryJo H. Matheny

July 3, 2008 7:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We citizens of the United States want to be proud of our country for its cutting edge lead in environmental responsibility. We want clean alternative energy and a choice of vehicles (certainly including vehicles for mass transportation) that will each be the product of the best planet-saving technology known on the earth.

I am sick of the misleading advertising, the use of food for energy, and unbelievable procrastination in place of action. Please address the act of misrepresentation in advertising on the part of industries of interest.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
MaryJo H. Matheny

Richard DiMatteo

July 3, 2008 7:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission is reviewing its "Green Guides" for environmental marketing and advertising, so it is time to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Claims for environmental benefits for ethanol as a green alternative to gasoline have mushroomed of late. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Richard DiMatteo

James Lobdell

July 3, 2008 7:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Truth in advertising is not a policy which applies only to the private sector: The government owes it to all Americans to tell them the truth, the whole truth, and nothing but the truth. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Educated Americans will not fall for such dishonesty, and even those who are not well-educated deserve the truth.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Lobdell

Melissa Patton

July 3, 2008 7:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Just about the entire Imperial Valley of California is being used to grow corn for ethanol. I fear that more harm than good is coming from this. For example, the price of hay for my horses has gone from \$6./bale to \$17./bale. As a result, many horses are starving because horse owners are on budgets and fixed incomes.

The sights at the horse auctions are so sad, with many horses going straight to the meat market.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Melissa Patton

peter g yackel

July 3, 2008 7:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are, I believe, not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
peter g yackel

Maureen Linquist

July 3, 2008 7:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We can do better!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Maureen Linquist

David Winkel

July 3, 2008 7:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

When the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Winkel

Jeanette Alosi

July 3, 2008 7:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of corn-based ethanol and "Flex Fuel" ethanol in your review of the Green Guides for environmental marketing and advertising.

Advertisements for ethanol as a green alternative to gasoline have appeared in many forms of media. For example, General Motors has its "Live Green, Go Yellow" campaign. Unfortunately, this and other advertisements are not based on sound science. When fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. We need a better solution, and marketing based on sound science and information.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jeanette Alosi

frank curley

July 3, 2008 7:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I believe that the ethanol from sugar cane is a better alternative - I guess when it comes to disinformation and the American Public anything goes - I heard that we can get a deal with Brazil to supply all the sugar cane we can use - and that this alternative would burn better - wonder why we can not follow up on this? Guess someone has friends in high places - and with Mr. Obama singing the praises of corn we are in trouble in the years ahead no matter who wins the up coming election - such a sorry state our country is being led in to.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
frank curley

Barbara McClain

July 3, 2008 7:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am writing you regarding an issue I am vvery concerned about. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Barbara McClain

Lisa Land

July 3, 2008 7:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Take into account the simple fact that corn depletes the soil, which must be planted the next year with alfalfa/legumes to restore the soil. The same fields cannot be used every year, so more land will be taken up for farming. Then there are more pesticides. Trucking and processing. Then there is the fact that engines don't perform as well...and on & on....

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lisa Land

Kenneth Sloane

July 3, 2008 7:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I concur with the conclusions of the letter below, all of which point to using cars less as the best way to combat global warming. Don't expect technology alone to get us out of the mess we're in. Lifestyle change is imperative!

Ken Sloane

===== As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kenneth Sloane

Kelly Peterson

July 3, 2008 7:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am deeply concerned by the "greenwashing" of ethanol production. Although the corn industry and its lobbyists are powerful, please let's not lose sight of the facts, here.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kelly Peterson

Harrison Albert

July 3, 2008 7:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Harrison Albert

Jim and Virginia Wagner

July 3, 2008 7:19 PM

Chairman William Kovacic

Subject: Let's address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, Virginia and I urge you to review the marketing of today's corn-based ethanol and the so called "Flex Fuel" (ethanol or gasoline powered) vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently.

We note that these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

So, let's have a review the marketing of today's corn-based ethanol and the so-called "Flex Fuel" vehicles.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jim and Virginia Wagner

Thomas Vassilaros

July 3, 2008 7:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. I also urge you to review the marketing of today's production of clean fuel energy from Algae which is more efficient and cheaper than the above.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Thomas Vassilaros

Frieda Stahl

July 3, 2008 7:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing allegations, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Furthermore, removing land from the food supply in order to manufacture ethanol from corn already contributes to price increases in food.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Frieda Stahl

Todd Hauser

July 3, 2008 7:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

If you would, please visit this short documentary film that gives reliable 'green fuels' alternatives. showing that 'vertical algae' produced in a area about the size of New Mexico can provide all the energy required by the US of A. You should, in your responsible position, be aware of this information:
http://www.youtube.com/watch?v=_TooJK_MJd0

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Todd Hauser

Anthony Albert

July 3, 2008 7:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Use corn for food!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Anthony Albert

Mark Koppel

July 3, 2008 7:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We must do Ethanol right to save our energy costs in Hawaii.

Mahalo

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mark Koppel

P. Perras

July 3, 2008 7:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). It is critical to clearly inform the public on the issues so that further harm to the environment can be avoided.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
P. Perras

Betty Van Wicklen

July 3, 2008 7:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are many other forms of ethanol - all have problems with either the CO2 emissions & fertilizer needed to grow the crops or the cost per acre of the ethanol generated. Then there are the problems of engines being adapted to use the ethanol fuels without damage. We won't mention that soy and corn crops, particularly, are taking over large areas of arable land which had been in a conservation (fallow) state (i.e., no CO2 emissions) or used for food crops in a time when food prices are sharply rising.

Earth Island Journal's recent edition writes about jatropha curcus. which would be a better alternative as it could be grown in areas less suitable for food crops and requires modest amounts of fertilizers to grow, while - and this is crucial - capturing 4 TONS of CO2 per acre! In only 18 mo. a new planting is mature enough to bear the seed from which the ethanol can be manufactured. Jatropha ethanol could produce a barrel of biofuel for about \$43 (corn ethanol at \$83/barrel and soy biodiesel at \$122/barrel) and sell for approximately \$2.10 per gal. (diesel at my local stop & shop store is \$4.99/gal. today).

Marketing corn-based ethanol as a saving grace is clearly inaccurate. Any biofuel is merely a stop-gap while we wean our life-style away from CO2 emitting fuels and towards more mass transit. To allow people to continue to live under the fallacy that more oil or ethanol will let us continue business as usual is morally wrong. We must

change our ways and changing is always painful, but in the tradition of Victory Gardens and other WWII cooperation, Americans can do what they need to do. BUT they must have the facts, not the Madison Ave. hooplah!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Betty Van Wicklen

Lois Bahle

July 3, 2008 7:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The US must take responsibility for our excessive use of the world energy!!! Be a leader is using less of the world's resources.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lois Bahle

Ralph Colby

July 3, 2008 7:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I believe the Federal government should end all subsidies for corn-based ethanol and should fully fund research into biofuels that do not compete with food production. I also believe that Brazilian ethanol should be imported freely without import duties.

While these concerns are not within the province of the Federal Trade Commission, you can open the way that leads to fair and public consideration of alternative fuel issues.

The first step will be to subject to critical scrutiny the environmental claims of those whose businesses benefit from the current programs. The second step will be publish a peer-reviewed summary of the results.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ralph Colby

D Bostaph

July 3, 2008 6:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, ARE NOT BASED ON SOUND SCIENCE.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
D Bostaph

Charlie Morgan

July 3, 2008 6:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, due to the huge increase in the price of corn, worldwide, farmers in Brazil are hacking down precious rainforest to grow corn, which will have an additional knock-on effect regarding greenhouse gasses and our environment.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Charlie Morgan

Roger Fox

July 3, 2008 6:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We should use Algae or Sugar Cane instead of corn to make ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Roger Fox

Ward White

July 3, 2008 6:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

To really work for energy solutions, demand Congress to reenact the national 55 mph maximum speed limit. That will save billions of gallons of gas, ethanol or whatever fuel is being used.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ward White

James Ebbert

July 3, 2008 6:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In the future, when ethanol can be derived from waste products and non-food crops, it will likely become a good alternative fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Ebbert

Kathleen St.Denis

July 3, 2008 6:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Not to mention the fact that the ethanol is proving to be more expensive at the gas pump and that the increased land usage and consumption of corn has created a hardship on farmers creating an increase in the cost of feed for their cattle and farm animals which will create a food shortage. What famous president used to present the trickle down theory? Well, trickle, trickle.

Lets get back to the drawing board and try to come up with better more acceptable solutions.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kathleen St.Denis

R I Grove

July 3, 2008 6:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

You should also carefully consider the impact of using corn to make ethanol has had on our corn-based food supply, in the USA and the world.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
R I Grove

Kunda Wicce

July 3, 2008 6:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also, please take a close look at the U. of Minnesota's work that shows the carbon footprint for high diversity perennial PRAIRIE biofuel is about 16 times better than even switchgrass. Which reminds me that at the very least we should be looking at PERENNIAL plants, not ANNUAL plants.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kunda Wicce

Anna Isozaki

July 3, 2008 6:54 PM

Chairman William Kovacic

Subject: Green Guides and ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I sincerely ask you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Anna Isozaki

jan balcom

July 3, 2008 6:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please critically review the misleading marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as you review the "Green Guides" for environmental marketing and advertising, .

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently, but when factors such as fertilizer use, energy used for processing, and land use are taken into account, current corn ethanol production actually represents an increase in the production of global warming pollution over today's gasoline (while also taking valuable agricultural land away from growing food for human consumption).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
jan balcom

Parker Imrie

July 3, 2008 6:51 PM

Chairman William Kovacic

Subject: Ethanol advertising needs immediate attention

Dear Chairman Kovacic,

As you know, marketing is a powerful and dangerous tool. Most people want to be environmentally conscious, but just don't have the time or motivation to do the proper research themselves. As a result, public behavior follows public perception, which is shaped largely by the popular media. And this media is dictated by companies' private financial interests, which are not necessarily in line with actual best practices.

One very important instance of this is the marketing of corn-based ethanol and similar bio-fuels as "green" when in fact most are even worse than conventional gasoline. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production would actually represent an increase in the production of global warming pollution over today's gasoline.

As the FTC reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Many green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science, and should be reigned in to avoid drastically misdirecting the public. Climate change is indisputably happening (<http://climate.jpl.nasa.gov/>), and we need to do everything we can to decelerate its driving causes.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Parker Imrie

Laurie Stetzler

July 3, 2008 6:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Bio fuels are the "easy way out" except that they take land from food producing and they also tend to encourage rainforest destruction. We need trees to take in the carbon dioxide and give us oxygen to breathe; something most people forget about as they see the prices of fuel escalate.

We are in for the long haul here and we need to get America back on track by taking away the subsidies for big oil and giving them to alternative energy technologies. Big oil has made enough money in the last 7 1/2 years. They surely don't need subsidies also. We may actually be able to count on the vitality of energy entrepreneurs if we rein in the special interests and save this country from economic and climate disaster.

Thank you

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Laurie Stetzler

Ruth Stambaugh

July 3, 2008 6:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol is not a solution to our fuel problems. In fact, it creates some other very serious problems. Please read the following form letter and let it speak for me. Thank you.
Ruth Stambaugh

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ruth Stambaugh

Ron Cox

July 3, 2008 6:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

In Nebraska where I grew up, ethanol has been marketed as a savior for the farmers. No one has talked about the amount of water used to grow the corn and process the ethanol. So making ethanol produces significant global warming impacts and consumes large quantities of water.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ron Cox

Sharon Snyder

July 3, 2008 6:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission needs to address the false advertising claim that corn ethanol helps the environment. The FTC's "Green Guides" should be based on sound science, which shows that corn ethanol production pollutes more than today's gasoline when the total energy that goes into its production is considered.

In the end, science can help us solve our problems. We need truth in advertising. Help revise the "Green Guides" to set good standards for marketing, based on the best science available.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sharon Snyder

Beth Olson

July 3, 2008 6:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Beth Olson

Julia Glahn

July 3, 2008 6:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I'm from Illinois, and when I write to Senators Durbin and Obama I often remind them that I see this as a "pork" issue that they're supporting. What a waste of resources.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Julia Glahn

Thomas Adamski

July 3, 2008 6:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Ethanol from corn is NOT a solution for global warming or energy independence!

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Thomas Adamski

Barbara and Jim Dale

July 3, 2008 6:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

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Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Barbara and Jim Dale

Bob McDonnell

July 3, 2008 6:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As is clear from the info below, we the public, and our earth, are taking a beating which will get worse, unless we stop the bad information of the corn/ethanol lobbyists. Please, for our childrens sake, take action.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bob McDonnell

David Newton

July 3, 2008 6:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

As you know, environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global climate change pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Newton

Aaron Joseph Kleinmann

July 3, 2008 6:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have recently multiplied. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Furthermore, I am concerned about the impact on the cost of food of diverting land use from food crops to fuel crops--an increase in food cost is a regressive tax, morbidly affecting those who can least afford it. Why is there no discussion of the non-fod source approach to alternative fuels approach taken in Brazil?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Aaron Joseph Kleinmann

Jane Kontrimas

July 3, 2008 6:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jane Kontrimas

Mike Ryan

July 3, 2008 6:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the science related to ethanol as presently produced. Marketing and advertising have misstated the possibilities of corn-based ethanol. With food shortages and the fact that ethanol can be produced cleanly and efficiently with other crops (note Brazil's use of sugar cane), the corn alternative should be revisited using sources of research which are not financed by auto companies. I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mike Ryan

Frank Helme

July 3, 2008 6:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Frank Helme

Charles Richey

July 3, 2008 6:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

An alternative to corn ethanol should most certainly be SUGAR CANE. Brazil is 100% independent of external motor vehicle fuel. They use 100% sugar cane and a small onboard computer can make on the fly adjustments to the mix of fuel types in the tank. ALSO, sugar cane produces FOUR times the quantity of bio-fuel per acre as does corn. Interesting we never hear about THIS choice in the USA.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Charles Richey

Larry A. Koontz

July 3, 2008 6:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing (nearly twice the energy produced), and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Larry A. Koontz

Matthias Hess

July 3, 2008 6:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. This reality must be exposed.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Matthias Hess

Carol |Johannes

July 3, 2008 6:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Many ordinary citizens trust advertisements and do not have the knowledge to reject damaging energy policies. The FTC can make responsible decisions and prevent serious mistakes in our energy policies.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carol |Johannes

Thomas A. Vitale

July 3, 2008 6:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). And other forms of alternative fuels.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Thomas A. Vitale

Owen Lynch

July 3, 2008 6:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

All the hype about corn based ethanol is good for industrial farmers and car/truck manufacturers but its bad for the environment. Please require the Federal Trade Commission to reviews it "Green Guides" for environmental marketing and advertising so that it is in line with what contemporary science knows about the environmental impact of corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Owen Lynch

C. A. Hilgartner, MD

July 3, 2008 6:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The issues at stake go far beyond global warming. From my standpoint, using foodstocks to produce motor fuel amounts to a survival-error. It further damages the available soil, decreases the acreage devoted to human nutrition, increases the prices of foods, threatens uncounted numbers of people with malnutrition or outright starvation, and does other, as yet unpublicized kinds of harm to the viability of Planet Earth. If we handled ethanol production more responsibly, we could manage to reduce global warming pollution. But the present procedures do far more harm than good. And, I contend, we cannot afford to "shoot ourselves in the foot" yet again.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
C. A. Hilgartner, MD

Jeffrey Saeger

July 3, 2008 6:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are BS. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jeffrey Saeger

Jerome Weingart

July 3, 2008 6:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Future production of ethanol from corn will be more energy-efficient and can provide some net greenhouse gas emission gain (perhaps 20%), and conversion of cellulosic materials (including corn production residues) has the potential for reduction of GHG emissions relative to gasoline (on an energy-equivalent basis) of 60 to 80%. However, that technology appears to be the better part of a decade away in terms of full commercial availability and large-scale production. The unprecedented persistent very high petroleum prices should be an incentive for the USG and the private sector to accelerate this process.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jerome Weingart

Nancy Hamilton

July 3, 2008 6:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Our leaders in Washington are waking up to the fact that there is great public concern about our environment. Unfortunately, sometimes that means taking actions that might sound good but are actually ill-advised. It is so important that objective scientific data be used in making these decisions. An important example of the kind of thing I'm talking about is the push for ethanol from corn. When I first heard about it, I thought, "Are they really going to do this? It doesn't make sense, because petroleum-based fertilizers are used so extensively in the growing of corn. How can that possibly reduce our dependence on oil or take carbon dioxide out of the atmosphere?"

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nancy Hamilton

Mary Neumann

July 3, 2008 6:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

This is urgent!!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mary Neumann

Scott Luchessa

July 3, 2008 6:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I strongly urge you to review the "Green Guides" for environmental marketing and advertising pertaining to ethanol derived from corn and so called "flex fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for corn-based ethanol as a green alternative to gasoline have exploded recently and do not appear to reflect full cost accounting. Green marketing campaigns for corn-based ethanol, such as General Motor's "Live Green, Go Yellow" campaign are not based on sound science. Using full lifecycle or complete accounting to include fertilizer use, energy for processing, and land use, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. I am extremely concerned that big agribusiness and business-as-usual practices are misleading the public to support corn-based ethanol. This is unacceptable.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Scott Luchessa

Garry Minor

July 3, 2008 6:29 PM

Chairman William Kovacic

Subject: GROW HEMP FOR FUEL!!!!!!

Dear Chairman Kovacic,

GROW HEMP! GROW HEMP! GROW HEMP!

GROW HEMP!! GROW HEMP!! GROW HEMP!!

GROW HEMP!!! GROW HEMP!!! GROW HEMP!!!

HEMP IS THE ONLY SOURCE OF BIOMASS ON THE PLANET CAPABLE OF PROVIDING US WITH FOOD, FUEL, SHELTER, MEDICINE, PLEASURE, SPIRITUALITY, AND UNITY. MANY TIMES MORE EFFICIENT THAN CORN, KENAF, OR SUGAR CANE FOR ETHANOL PRODUCTION. IT GROWS WITHOUT MOST FERTILIZERS, HERBICIDES, OR PESTICIDES TO FOUL THE SOIL AND WATER, IN CLIMATES AND CONDITIONS OTHER CROPS WILL NOT GROW!

HEMP FOR VICTORY!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Garry Minor

joan jones

July 3, 2008 6:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And, as you may have heard, the making and marketing ethanol from corn has driven up the price of corn to the detriment of consumers, and the shortages of feed for animals because of the corn used for the making of fuel, has driven up the price of feed for cattle, and, therefore, our food prices. There are so many other products less needed for other things that can be used as alternatives to corn.

There are weed crops, for instance. And algae can be made into fuel. There must be real concerted efforts in the production of energy, that do much less harm, or no harm to our planet. In order to truly work to make cleaner or clean energy, first and foremost, the truth must be told.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
joan jones

Richard Hurlburt

July 3, 2008 6:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Why don't you guys do your homework, before pushing ethanol as a fuel alternative. Ethanol is not as efficient as gasoline, you get less miles per gallon on ethanol. Using corn for ethanol raises the price of corn so we can't afford to eat corn anymore. Man contribution to greenhouse warming has so little to do with our earth getting warmer, it is the sun that is causing the warming, and it isn't an accident, it is Gods intention to bring this whole planet to a semi-tropical climate, the melted ice will not raise the water levels very much, because the water will be put back in the firmament or Heaven, which there used to be two ice shields above the planet at different altitudes, to protect the human body from the radiation from the sun.

The politicians are through ignorance, contributing to the problem, the Government wants us to believe that we are the problem, which they know better.

They want to use this for an excuse to put some kind of tax on us for the amount of so called pollutants we contribute to the problem We are to smart to have the wool pulled over our eyes anymore, get smart and put your selves to work on the real problems, they continue to cut programs for the seniors, the poor, and all us unwashed people, which the Illuminati wants to get rid of us that are a burden to the system.

They want to get rid of 6 billion people on this planet so they are the only ones left, and the slaves to do there dirty work.

The rest of us are not worthy to live.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Richard Hurlburt

Paula Bourgeois

July 3, 2008 6:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

We need "clean energy" Not those that have any pluton side effects. That includes nuclear since there is no place to put the nuclear waste. On Native American reservations? Shame on you. Since you couldn't wipe them out with small pox guess this would be a more modern way.

Certain things make me very ashamed of the America of today.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Paula Bourgeois

David Duckworth

July 3, 2008 6:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is unbelievable that as momentous a development as ethanol for fuel consumption, your agency has completely ignored the ramifications of advertising it is a green solution in your "Green Guides."

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Duckworth

Robert Poltz

July 3, 2008 6:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I'd also like to direct your attention away from bio-fuels as the exclusive alternative fuel solution and draw your attention to recent reports of using water based fuel as a strong replacement for all carbon-based fuels. Scientists are exploring different methods for extracting hydrogen, the fuel of the Sun, from ordinary water found in over 80% of the globe as a free and non-polluting energy source.

This technology deserves your immediate attention. Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Poltz

Chris Reaka

July 3, 2008 6:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And I'm tired of hearing the automotive manufactures lie about the their reasons for destroying the plug-in EVs. The automobile manufacturers, and the oil companies should be precluded form any form of advertisements claiming that they are environmentally benign.

The Bush regime must be stopped now. The future of the planet is in the balance.

Regards, - Chris Reaka

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Chris Reaka

Virginia Bennett

July 3, 2008 6:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. There are other sources of ethanol which do not involve the subsidizing of yet another giant industry in our country to the disadvantage of the consumer. These must be explored and developed.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Virginia Bennett

Joyce Tapy

July 3, 2008 6:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol promoters have misrepresented their business on how "clean" and environmentally friendly the production methods are for years. We have educated the public in our county and to this point have stopped a plant from setting up in our neighborhood and near a local school system. However, they continue to receive support from the governor who encourages the plants to be built. Thank you for considering making changes in the FTC Truth in Advertising policies to help us continue to scientifically educate the public and keep these plants "at bay".

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

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Sincerely,
Joyce Tapy

Paul Braterman

July 3, 2008 6:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are of course other issues, such as spiralling world food prices, which further contradict the emotional, if not the factual, message conveyed by such advertisements. There was a time when it was said that a weakness of free markets was that the rich man's whisky took priority over the poor man's bread. Now it is the advanced nations' gasoline that takes priority over everybody's bread.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Paul Braterman

Corey Mueske

July 3, 2008 6:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In "Time magazine" issue April 7, 2008 one can also clearly read the science that as the world leader in production, if the U.S. used 100% of both corn and soybean crops it would only cover a mere 20% of our on-road fuel consumption.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Corey Mueske

John Brownlee

July 3, 2008 6:12 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Continuing the production of Corn/food crop Ethanol is insane !

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Brownlee

James Schoonover

July 3, 2008 6:12 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Green Fuels at the expense of feeding poor people and/or without real changes to the overall fleet of vehicles is not sustainable. The use of Corn as the primary feedstock for ethanol does not represent a reduction in greenhouse gases and is not a legitimate answer. Especially given the continuing federal programs and other incentives for the industrial agricultural corporation. We can not afford to make ADM the next ExxonMobile financially or ecologically, let alone at the expense of starving millions.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Schoonover

lajeanne kline

July 3, 2008 6:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol robs mpg and isn't green...starving people, less mpg makes no sense.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
lajeanne kline

Susanne Burtis

July 3, 2008 6:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Ethanol is a bad idea. You can do better.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Susanne Burtis

William Schaffer

July 3, 2008 6:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Schaffer

Kathleen Colwill

July 3, 2008 6:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Unfortunately, environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. Many of us are disturbed by the promotion of ethanol as a reasonable solution to our energy problems. Ethanol is no more than a trade-off and as such should not be advertised as a legitimate solution to our energy needs.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kathleen Colwill

Dirk Faegre

July 3, 2008 6:09 PM

Chairman William Kovacic

Subject: Green Guides must address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dirk Faegre

William Dale

July 3, 2008 6:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The scientists have shown for the last 30 years that US corn ethanol is a sinkhole for money AND energy and a net POLLUTER of CO2.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Dale

michiko shinmoto

July 3, 2008 6:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
michiko shinmoto

Jane Welch

July 3, 2008 6:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please do not allow the perpetuation of these misrepresentations. Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jane Welch

Jerry Unruh

July 3, 2008 6:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, when one considers that the solar energy conversion for ethanol from corn (gallons ethanol/acre) is only about 0.1% it should be clear that we simply do not have enough land to make this a viable option. To put this in perspective single crystal silicon P.V. panels harvest solar energy at 15% (150 times higher).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jerry Unruh

Peter Hawxhurst

July 3, 2008 6:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

THERE IS MUCH FALSE ADVERTISEMENT AND MISREPRESENTATION REGARDING BIOFUELS AND PURPORTED SAVINGS. AS A CONCERNED SCIENTIST, I REQUEST A REAL TRADE-OFF ANALYSIS THAT COMPARES ALL THE INPUTS AND OUTPUTS IN MAKING BIOFUELS AND GASOLINE/DIESEL.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Peter Hawxhurst

Carolyn Morillo

July 3, 2008 6:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

"Green Guides" should function as a guide to policy, and thus should be based strictly on sound information. The pressure of varied interests and lobbies should be constrained by impartial science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carolyn Morillo

Miriam Eusebio

July 3, 2008 6:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. And it could adversely affect world food supplies.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Miriam Eusebio

Scott Johnsen

July 3, 2008 6:02 PM

Chairman William Kovacic

Subject: Make the Green Guides Scientific Again

Dear Chairman Kovacic,

It is time to update the facts on ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Scott Johnsen

J. Paul Newell

July 3, 2008 6:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

All of us have been guilty of thinking that our technological prowess will "rescue" us out of the increasingly dreadful dilemmas into which we have, slowly, but surely, and surely willingly, lowered ourselves. Corn and biomass-based ethanol as a gasoline substitute is one of those "guilty" beliefs - not to say that the technology isn't potentially viable, but surely to say that it needs to be reviewed carefully with respect to its inevitable "unintended consequences." And so, I concur with the concerns of the Union of Concerned Scientists in the paragraphs that follow.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
J. Paul Newell

Mark McGrath

July 3, 2008 6:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, corn for fuel raises food prices for everyone, and only exacerbates world wide grain shortages.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mark McGrath

Merideth Genin

July 3, 2008 5:59 PM

Chairman William Kovacic

Subject: Green Guides must address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Merideth Genin

Ruth Burstrom

July 3, 2008 5:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ruth Burstrom

Louis Vontver

July 3, 2008 5:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, in a world where many people are hungry, using a grain that is a major basic food source to produce motor vehicle fuel is ethically indefensible.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Louis Vontver

David Roy, Ph.D.

July 3, 2008 5:59 PM

Chairman William Kovacic

Subject: Green Guides Must address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Roy, Ph.D.

Rosemary Bienz

July 3, 2008 5:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. I lived in Nebraska for nine years and saw the steady depletion of the underground aquifer as intensive corn production required heavy irrigation. In addition, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rosemary Bienz

John Larva

July 3, 2008 5:55 PM

Chairman William Kovacic

Subject: Green Guides VS. ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. And there are several indisputable reasons why ethanol is far superior environmentally to gasoline. A few of the reasons are:

- ** ether vapours that escape from gasoline are damaging to the ozone layer.
- ** ethanol is an oxygenate and thus reduces the exhaust CO on all vehicles - especially important for our cold Minnesota starts.
- ** there exists no safer, more effective or cheaper method of raising the octane of gasoline. The oil companies tried MBTE. It was more expensive, less effective and poisoned the ground water in vast areas of the country with a known carcinogen.
- ** a seldom mentioned by-product of ethanol production is the high protein animal feed that are produced. Only the sugars are consumed in the process.

While ethanol is an environmentally sound fuel, the way some companies are promoting it is misleading. An example would be the green-marketing techniques used by General Motors' "Live Green, Go Yellow" campaign. GM is using the program to promote some of the most fuel inefficient FFV vehicles available - large SUV's and pickups. This shouldn't go unchallenged. Simply adding the ability to burn ethanol doesn't make a gas-hog SUV environmentally friendly - it's still a pig.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Larva

Joe Moreira

July 3, 2008 5:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joe Moreira

David Dunn

July 3, 2008 5:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Hemp should be legalized as it can be one of the major sources for biofuels.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Dunn

allan c fix

July 3, 2008 5:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I respectfully ask you to consider the following, and do what is best for the country as a whole.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
allan c fix

Mary Lynn Hanley

July 3, 2008 5:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol produced from sugar cane, as in Brazil, needs to be investigated as an alternative to see whether it may be more environmentally sound.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mary Lynn Hanley

William Worthington

July 3, 2008 5:54 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

There are several biofuels available or late in development which provide excellent carbon recycling and land use values. Ethanol is NOT one of them.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Worthington

William Stone

July 3, 2008 5:54 PM

Chairman William Kovacic

Subject: address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Stone

Guy Almes

July 3, 2008 5:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues such as fertilizer use, energy for processing, and land use are taken into account, current corn-based ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Guy Almes

Michael Zuteck

July 3, 2008 5:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Corn ethanol is not helping, and is diverting attention and money from much more promising options.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michael Zuteck

John James

July 3, 2008 5:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Is this another area where we have to wait for a democratic administration to do the right thing.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John James

Diana Cristina

July 3, 2008 5:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is ridiculous to use food crops for ethanol when there are such excellent alternatives. For one thing, it would seem prudent to put energy and resources to change the stupid law against growing hemp. Hemp is NOT marijuana. This country has a very positive history of growing this material (not counting the slavery factor.) When will corporate America STOP lying to the public!?!?!?!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Diana Cristina

Lygia B. Matta

July 3, 2008 5:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am a retired Ph.D. chemist from the EPA's Pollution Prevention Division, Industrial Chemistry Branch and realize that sometimes environmental issues can be misunderstood. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lygia B. Matta

William Rukeyser

July 3, 2008 5:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I live in a state with a strong agricultural component in its economy, so I care about developing markets. However, it must be done honestly,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Rukeyser

Dr. Jeffrey Paul LaGasse M.D.

July 3, 2008 5:46 PM

Chairman William Kovacic

Subject: USE SCIENCE! Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dr. Jeffrey Paul LaGasse M.D.

Dan Lemkin

July 3, 2008 5:46 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please don't let this false advertising continue. There is abundant research demonstrating that their green claims are false.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dan Lemkin

Clarke Reese

July 3, 2008 5:46 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Take action to enforce 'truth in advertising.'

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Clarke Reese

Eugene Guerra

July 3, 2008 5:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol is not a long term solution and will have to be disregarded to avoid even more disastrous results.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Eugene Guerra

Lori Kenschaft

July 3, 2008 5:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As a gardener and gardening educator, I am very aware of what goes into growing food, and I am concerned about the sustainability of the world's food supply for our growing population in a time of increasingly erratic weather -- a concern driven home by the food price increases of the last year. Among other factors, the use of corn to create corn ethanol is adding stress to the world's food supply without substantially addressing carbon emissions or climate change. Indeed, if one examines the full cycle of corn ethanol -- including fertilizer use, energy for processing, and land use -- current corn ethanol production may actually increase the production of global warming pollution compared to regular gasoline.

I urge the Federal Trade Commission to consider these issues as you review your "Green Guides" for environmental marketing and advertising.

Advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science and can be deceptive and misleading to consumers who are not immersed in the science.

Please critically examine the marketing of both corn-based ethanol and the so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lori Kenschaft

Douglas Frank

July 3, 2008 5:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need the truth, the *whole* truth, and nothing *but* the truth. Please, please, please.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Douglas Frank

Belinda Martineau

July 3, 2008 5:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline-powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Ethanol is, therefore, no "magic bullet" and a careful assessment of the pros and cons of using it for fuel should be carried out.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Belinda Martineau

John Courtney

July 3, 2008 5:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Courtney

Kathrin Ayer

July 3, 2008 5:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The solutions proposed for alleviating global warming need to be tested against the narrowest and toughest standards of science. Any overly-optimistic rush to a solution will make the problem harder to correct while diminishing the time we'll have to find a real solution.

The recent embrace of corn-based ethanol seems like a such a "solution."

Our industries, especially the automotive industry, have a history of pleading for easier regulation, but they often exceed everyone's expectations and even hopes when they are told to take on new challenges. If they are pushed to find a real solution, they will do it brilliantly.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kathrin Ayer

Judith Castiano

July 3, 2008 5:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We truly want to do what is right in combatting global warming. So please make sure all the facts are put forth so we know exactly which alternatives are the VERY best to fight global warming, not adding to it.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Judith Castiano

Mary Mihalik

July 3, 2008 5:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please, please please! Most of the public is not aware of the facts behind ethanol - we all know they're not that in tune. This is why it is absolutely required that "Green" advertisements are (and I hate to say it) compliant and, if required, regulated. I've worked for Fortune 500 companies all of my adult life, trust me, I know how companies twist the truth for sales. I hate it, I know it happens, I know companies must be held accountable.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mary Mihalik

Bengt Bjarngard

July 3, 2008 5:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" for vehicles that can be powered by ethanol or gasoline(FFVs).

Environmental advertising for ethanol as a green alternative to gasoline has exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science or sound economic analysis. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn-ethanol production could actually represent an increase in the global-warming pollution over today's production of gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bengt Bjarngard

Ingrid Scott

July 3, 2008 5:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol production CAN be greener - examples are the production of ethanol from sugar cane, and if it could be done from other easily renewable plant material e.g. kudzu, which is a nuisance plant because it is so fast-growing and invasive, requires no fertilizer, and could be grown in non-agricultural areas, we would have a good substitute for the corn ethanol. But until that happens, we need to stop the current advertising push for corn ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ingrid Scott

Virginia Partridge

July 3, 2008 5:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Chairman Kovacic, I hope you can amend the Green Guides to cover fuel advertising so that the misrepresentations in today's ethanol advertising can be stopped. I don't have a car because I can't afford the insurance, maintenance and gas. I live in an area where I can either walk or take the bus. While I consider myself a green person because I don't have a car, I am interested in DOING EVERYTHING I possibly can to make this a better world as far as global warming is concerned. Writing to influential persons such as yourself is my attempt to make this a better world. Please amend the Green Guides to cover fuel advertising.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Virginia Partridge

Ernest Willoughby

July 3, 2008 5:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. In fact, when the energy used to make the corn crop fertilizers, the energy required for transporting and converting corn to ethanol, and the energy used in tilling and other land use practices are taken into account, current corn ethanol production can actually increase the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ernest Willoughby

Adam Whitney

July 3, 2008 5:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

What's more, with world food prices soaring, using food for fuel is becoming increasingly more unethical. People in Iowa are saving 10 cents per gallon of gas while people in Haiti are starving because they can't afford to buy food. We should not allow false advertising to further this misguided use of our nation's food supply.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Adam Whitney

Kathy Brogan

July 3, 2008 5:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, land use and fuel consumption for planting and harvesting of the corn are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Add to this the cost of transporting ethanol from where it is produced to distant retailer and its "green" factor is reduced yet again. Clearly we must rethink our use of ethanol as a solution to global climate change.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kathy Brogan

Adelheid Deyke

July 3, 2008 5:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). These vehicles may have green potential - in case we find and use an ethanol source that requires significantly less fossil fuel for growing than corn. But marketing them as if they were already a solution to the fossil fuel problem is misleading.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Adelheid Deyke

Carolyn J. B. Chris

July 3, 2008 5:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also, please do not stop your review at the U.S. borders but also consider the effect on the food supply for the people in Mexico and elsewhere.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carolyn J. B. Chris

Jill Tierney

July 3, 2008 5:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. However, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jill Tierney

Martha Andrews

July 3, 2008 5:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

There must be a better method such as all electric OR some other fuel power than ethanol UNLESS somehow to get synthetic ethanol would come about!

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Martha Andrews

Robert Schloss

July 3, 2008 5:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Consumers should be instructed in how to determine if advanced cellulosic ethanol -- made from switchgrass etc -- is available, or if they are being offered corn ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Schloss

Charlotte Ward

July 3, 2008 5:25 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As a Christian as well as a scientist, I object to using corn, a major food crop in a hungry world, for fuel. Ethanol may be part of a solution to fuel needs, but it should be made from cellulose sources, not food grains. My University, Auburn, is working on sources such as sawgrass. These are the ethanol sources that should be pursued, but ethanol per se should not be considered a final solution, for all the reasons mentioned above.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Charlotte Ward

Patricia Long

July 3, 2008 5:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Many of my friends and members of our church are confused about the usefulness of ethanol for reducing carbon dioxide in the atmosphere. The question is so complex that we all need expert review of the advertising we encounter.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Patricia Long

Greg Davis

July 3, 2008 5:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

For Americans to make good decisions correct information is necessary. Please make sure this happens.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Greg Davis

Tom McCormack

July 3, 2008 5:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Industry has a tendency to exaggerate using slanted research to further their own economic gains! (then the public has difficulty discerning fact from fiction)

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Tom McCormack

Barry Salwen

July 3, 2008 5:22 PM

Chairman William Kovacic

Subject: Green Guides should ensure truth in advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" vehicles - ethanol or gasoline powered vehicles.

I am seeing advertisements for ethanol as a green alternative almost constantly. Yet there are issues of truth in advertising here. We desperately need environmental solutions. However, proposed solutions must be factually and accurately presented. Marketing campaigns such as General Motors' "Live Green, Go Yellow", distort the facts. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually increase the production of global warming pollution in comparison to today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Barry Salwen

Jeffrey Senter

July 3, 2008 5:22 PM

Chairman William Kovacic

Subject: FTC Green Guides and ethanol advertising

Dear Chairman Kovacic,

Ethanol is presented in the media as a cure-all to the US energy crisis. As such ethanol deserves particularly close scrutiny.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Corn based ethanol in particular, which receives heavy federal subsidies, has very limited promise in reducing green house gases.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jeffrey Senter

Harvey Baylis

July 3, 2008 5:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I strongly urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science, and are consequently very misleading. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Harvey Baylis

M. Smith

July 3, 2008 5:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Advertisements promoting ethanol as a green alternative to gasoline are becoming increasingly common. However, such promotion is not based on sound science. Indeed, when factors such as fertilizer use, energy used in processing, and land use are taken into account, current corn ethanol production may actually contribute more to global warming pollution compared to today's gasoline.

Consequently, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" vehicles (FFVs) as an important part of the Federal Trade Commission's review of its "Green Guides" for environmental marketing and advertising.

Thank you for your serious consideration of this matter.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
M. Smith

Jim Patrick

July 3, 2008 5:20 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Hydrogen is the answer, it's abundant, could be cheap--why not develop it and engines that run on it???????

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jim Patrick

Shelley Brennan

July 3, 2008 5:18 PM

Chairman William Kovacic

Subject: I am a Constituant

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Shelley Brennan

Dean Garrett

July 3, 2008 5:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline, and even worse are already diverting corn from much-needed human food needs to unnecessary transportation use in rich countries.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dean Garrett

Christopher Vorenkamp

July 3, 2008 5:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This is exactly what Green Guides is intended to protect against, a gross misrepresentation in environmental advertising. With farm practices remaining as they are, ethanol fuels are worse than gasoline, yet are being advertised as an answer to the problems of gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Christopher Vorenkamp

Susie Knight

July 3, 2008 5:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

We need innovative solutions to our profound problems, but we also need truth in advertising.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Susie Knight

Jonathan Huntington

July 3, 2008 5:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Producing fuel from food is a fundamentally flawed approach to the energy problem. There are promising developments in the area of cellulosic ethanol but the industry fails to explain that the distinction is critical to the benefit of switching to a biofuel. So long as we use large amounts of petrochemical fertilizer and intensive industrial farming machinery fueled by gasoline and diesel, the production of ethanol from corn will be neutral or losing proposition from any standpoint - except for the view of those who benefit from increased corn prices.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jonathan Huntington

William Kaminer

July 3, 2008 5:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Don't let people be lead to believe they contributing to the solution of the global warming problem when in fact they are making it worse.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Kaminer

Kirk England

July 3, 2008 5:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs), because turning food into fuel is stupid!

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kirk England

Richard Sigal

July 3, 2008 5:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is essential that true green solutions are promoted and dubious solutions identified.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Richard Sigal

Sidney White

July 3, 2008 5:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production would actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sidney White

roger wiesmeyer

July 3, 2008 5:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This is not new information. I remember reading in Harper's a few years back that the energy needed to grow/ process the corn is roughly = to that which we get out of it.

It seems like corn based ethanol was as much a political phenomenon as anything(Iowa=corn=early primary). Should we really be allowing the fate of our environment and our energy future to be dependant on such shifting sands as politics?

Thank you for your time!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
roger wiesmeyer

Robert Scott

July 3, 2008 5:15 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Corn-based ethanol promotion has an unintended consequence. It has created short supply of this grain for animal feed and for grain based products for the table. The destruction of the soil pushing this agriculture based product has far reaching effects regarding agriculture activity.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Scott

Susan VanKuiken

July 3, 2008 5:12 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

In times such as these when the future of the earth is in jeopardy we surely cannot risk more mistakes as we search for fuel alternatives. I am particularly concerned about the risk of rising corn prices for people who depend on corn for their diet. Given the fact that corn ethanol increases global warming even faster than gasoline the FTC must step in and keep the dishonest advertising from being used.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Susan VanKuiken

Craig Leman

July 3, 2008 5:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Craig Leman

Robert Emberton

July 3, 2008 5:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Science education in this country is so poor that few people understand the thermodynamics.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Emberton

Helen Voris

July 3, 2008 5:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Let's get it right this time--there is no easy fix, no free lunch, no consequences-free solution to our energy problem!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

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Sincerely,
Helen Voris

Allen Ansevin

July 3, 2008 5:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Honesty is important for informed action. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

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Sincerely,
Allen Ansevin

Gayle Janzen

July 3, 2008 5:10 PM

Chairman William Kovacic

Subject: Green Guides aren't being truthful about ethanol

Dear Chairman Kovacic,

Developing a little ethanol, might be a good idea, but chopping down forests to plant corn is a really bad idea. That only exacerbates global warming, the very thing that using ethanol is supposed to help. Not only that, studies have shown that ethanol may actually increase greenhouse gases more than the gasoline we now use. And there are very few cars that can actually use it. Please make sure that the Green Guides are telling the truth about ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gayle Janzen

David Wilton

July 3, 2008 5:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

In addition to the report below, no mention is made as to the shortage of corn for food product also raising the price of corn food products. Let's get teal Rhose in charge at the FDA can't be all that stupid.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Wilton

Elizabeth Kinney

July 3, 2008 5:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Please ensure that Public relations efforts do not spend more than educational efforts in this policy-crucial time.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Elizabeth Kinney

John Altshuler

July 3, 2008 5:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Efficient automobile engines and alternative energy are the way of the future. Overcome the hurdles and make it happen!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Altshuler

Ellen Jordan

July 3, 2008 5:09 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ellen Jordan

Sharon Lynch

July 3, 2008 5:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Let us be a leader in resolving the energy crisis, not contribute to it for quick fixes and purely economic gain. Emerging nations that are fuel hungry need a better role model. Honesty in marketing is crucial. Thank you for your careful consideration of this matter.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sharon Lynch

Arthur Gionti

July 3, 2008 5:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

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Please act accordingly.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Arthur Gionti

Richard Harrison

July 3, 2008 5:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

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Getting to a condition in which we operate in a very much "greener" fashion is critical and we can not stand by and let special interests distort the facts and hide the real costs of their "solutions".

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Richard Harrison

Linda Safarik-Tong

July 3, 2008 5:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need to shift to high-yield, nonfood feedstocks. At Colorado State University researchers are developing technology to convert algae into biodiesel. Focus should also be placed on agricultural wastes and residues. In Jennings, Louisiana Verenium Inc uses sugar cane biomass (residue left after product extraction) in a demonstration-scale plant to produce cellulosic ethanol. We should use the current high-level of concern to help ensure we get the technology right as we seek to implement sustainable pathways. Corn is not the answer!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Linda Safarik-Tong

May Dorn

July 3, 2008 5:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Ethanol is a cruel and deceitful "mess-up" & is starving people worldwide. Oil prices are being manipulated to force more oil drilling (oil spills?)and "hog-tying" us. WE WILL REMEMBER IN NOVEMBER & beyond ! Thanks

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
May Dorn

Linda Hanratty

July 3, 2008 5:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Linda Hanratty

Carol Cassini

July 3, 2008 5:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is also to get the information straight in order to win the hearts and minds of those who still doubt that global warning is an issue.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carol Cassini

Carlton Salvagin

July 3, 2008 5:02 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a "green alternative to gasoline" have been prominent recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not truthful and based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carlton Salvagin

Bonnie Poulos

July 3, 2008 5:01 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It is all about capitalism and making profits -not about a sound environmental policy for clean fuels. As the world examines alternatives to oil and coal, one of the attractive possibilities is the use of renewable biological sources for energy. However, we cannot just jump on a corporate bandwagon and make policy based on corporate advertisements.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the science and facts behind today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Also, please consider that biological products such as corn are a staple food for many underprivileged people and the consequences of using an important food product for fuel raises a whole set of ethical problems that go beyond the issue of clean fuels and "fair trade". The quest for cleaner fuels should not be at the expense of other needs.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bonnie Poulos

Thomas Marshall

July 3, 2008 5:01 PM

Chairman William Kovacic

Subject: Green Guides should address corn ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We should encourage cellulose ethanol over corn ethanol. It is tough to fight the corn lobby (that federal agriculture policies created), but corn should not become ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Thomas Marshall

Nancy Stefani

July 3, 2008 5:01 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

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There are alternatives to using corn for fuel, stop the subsidies to only corn usage.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nancy Stefani

Carl Howlett

July 3, 2008 5:00 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The same general concern applies to intentionally misleading phrases like "clean coal". Heard enough times they tend to be viewed as having some truth when in reality they do not.

Carl Howlett

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carl Howlett

Louise Calabro

July 3, 2008 5:00 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please check this carefully, so that the solution does not make the problem worse!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Louise Calabro

Nancy Wall

July 3, 2008 4:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Use of corn for this purpose also takes food from people who need it most.

Ethanol can be made from a variety of different plants that do not require the fertilizer that corn does and would be less harmful to the world at large. Please do not continue to use ethanol made from corn as fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nancy Wall

Karisha Kirk

July 3, 2008 4:59 PM

Chairman William Kovacic

Subject: Please address ethanol advertising!!!

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Karisha Kirk

Robert Klausner

July 3, 2008 4:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

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It is so important that in our attempt to create a comprehensive energy program, we do not get off to a wrong start. It is obvious that corn based ethanol is going to be counter-productive. In the long run, it will cause many unintended consequences we can ill afford, while not really adding to the solution of our problem of energy replacements.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Klausner

Saran Kirschbaum

July 3, 2008 4:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

This is the 21st century and it is now obvious that there is no such thing as a free lunch and that the precautionary principle needs to be the foundation for all new fuels for vehicles.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Saran Kirschbaum

Ronald Mathsen

July 3, 2008 4:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

These concerns lead to the conclusion that investing in ethanol production from corn makes no sense and only really make environmental problems worse. It would be a very dangerous short term fix, if it would be a fix at all, to reduce dependence on imported oil using corn based ethanol. That is a bad choice for us to make.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ronald Mathsen

Larry Marquardt

July 3, 2008 4:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Although it appears that the Union of Concerned Scientists has substantially altered its position here, at least it is on the right track now, so I must add my support.

It seems to me that the hue and cry of the many groups agitating for energy policy change is being co-opted and diverted by political information campaigns. Having not read all of it yet, I must be cautious, but a book called "Gusher of Lies" seems to be saying that BOTH Democrats and Republicans are intervening in energy markets to the detriment of ALL, albeit for different reasons. Another theme is that 'energy independence' is impossible, and while that may well be true, it does NOT mean that alternative energy sources are not absolutely necessary.

Most emphatically, however, marketing and influence can never substitute for publicly verifiable fact.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Larry Marquardt

Theresa Horrigan

July 3, 2008 4:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

How about electric vehicles? How about more counsel to the public about conservation and recycling?

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Theresa Horrigan

Tom Luedtke

July 3, 2008 4:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There is also the problem of the using gallons of water to make one gallon of ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Tom Luedtke

James Spaulding

July 3, 2008 4:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Spaulding

Al Jette

July 3, 2008 4:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

You're about to review the guidelines for how companies advertise their "green-ness". I hope that like foods advertised for people with cardiac problems or for people with diabetes, you require that they state the total carbon required to produce this product compared to the "non-green product" (e.g. gasoline). I can read a label and determine how much salt there is or how many calories there is, but I can't read a label and determine how green a fuel is or how green a car is.

Given the floods in the mid-west, it is particularly misleading to suggest that corn based ethanaol is a green alternative.

Make the advertisers tell us how much it really costs (total carbon used to produce this gallon of alcohol: 95% of that of using gasoline).

Thanks, Al Jette

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Al Jette

Laura Jobe

July 3, 2008 4:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

WE NEED BETTER ALTERNATIVES FOR ETHANOL.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Laura Jobe

Adam Sloan

July 3, 2008 4:55 PM

Chairman William Kovacic

Subject: -Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Adam Sloan

Peter Nightingale

July 3, 2008 4:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The number of environmental advertisements for ethanol as a supposedly green alternative to gasoline has exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science, and are misleading. However, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Peter Nightingale

Leif (Captain) Knutsen

July 3, 2008 4:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The very fact that I, as a concerned citizen, must petition you, a federal TAXPAYER supported "watch dog" agency on matters of this importance just goes to show how far you are beholding to SPECIAL INTERESTS.

FOR SHAME...

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Leif (Captain) Knutsen

Hugh Gagner

July 3, 2008 4:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Corn is not the answer. Any high school FFA member can tell you corn crops have to be rotated annually or they won't grow, unless the soil is cleaned of all stalks and debris, which also strips nutrients and topsoil leading to more fertilization and driving the cost up even higher than it normally would be by taking so much basic food stock out of the market.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Hugh Gagner

Harriet McCleary

July 3, 2008 4:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The people of our country would welcome a more honest assessment of the misguided use of ethanol. How many times have we gotten far down the road of a misrepresented topic only to find out that if someone had had the guts to be honest in the first place, we wouldn't have wasted so much time, energy and money. Please set the record straight now.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Harriet McCleary

Joy Cassidy

July 3, 2008 4:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need the whole truth and nothing but the truth here; so please ensure that the marketing of corn-based ethanol is accurate!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joy Cassidy

Diana Vest Goodman

July 3, 2008 4:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides," I urge you to review the marketing of today's corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Diana Vest Goodman

John Sloane

July 3, 2008 4:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The present level of use of land for this purpose has also increased the price of food products. Why not reduce the trade barrier on Brazilian produced biofuel from sugar cane?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Sloane

Scott Sklar

July 3, 2008 4:53 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to SUSTAIN the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could POSSIBLY represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Scott Sklar

Roger Frock

July 3, 2008 4:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Furthermore, in this time of potential food shortages and escalating food prices, it seems unusually cruel to follow this path to placing increased burdens on people who are already nearing their limit of tolerance for the poor decisions being made by our federal agencies.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Roger Frock

Sandy Summers

July 3, 2008 4:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We have to come to some equal ground, we need to feed our nation first. Then use the "Flex Fuel" It seems that this nation is going to have to adjust to other means of transportation. Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sandy Summers

Jason Vardzel

July 3, 2008 4:51 PM

Chairman William Kovacic

Subject: Green Guides should address misleading ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As a strong supporter for environmentally responsible fuels and for fuels that actually reduce global warming pollutants I urge you to make sure fuel advertising is based on real science so we actually get better fuels instead of one supported by powerful and misleading lobbies.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jason Vardzel

Tiffany Rapplean

July 3, 2008 4:50 PM

Chairman William Kovacic

Subject: Green Guides Should Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Tiffany Rapplean

Elaine Wiggs

July 3, 2008 4:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Not only that, gasoline efficiency is reduced by use of ethanol. This is not the solution in its present form.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Elaine Wiggs

Catherine Thomasson, MD

July 3, 2008 4:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to require accuracy of labeling and remove labels indicating that corn ethanol is green.

We now know that producing corn ethanol produces more CO₂ and NO₂ greenhouse gases than burning gasoline given the use of fertilizer, energy for processing and increasing use of marginal grasslands and non-tilled areas for food production due to higher prices for corn on the world market.

These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science and should be stopped.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Catherine Thomasson, MD

David Shantz

July 3, 2008 4:49 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Ethanol as a "green" fuel is a boondoggle campaign. Please help clear the air!

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Shantz

Elisabeth Hoffman

July 3, 2008 4:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please examine the marketing of today's corn-based ethanol and "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising.

"Greenwash" for ethanol as a green alternative to gasoline have shown up, painting a false picture. These ads, such as General Motors' "Live Green, Go Yellow" campaign, are not scientific and mislead. If fertilizer, energy for processing, and land use are taken into account, corn ethanol production will represent an increase in global warming pollution over today's gasoline.

Please make sure we move forward on a sound basis, towards a sustainable energy policy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Elisabeth Hoffman

Maria Crandall

July 3, 2008 4:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We are being pummeled by the oil industry and I fear that this is the same case with ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The question is whether ethanol producers are any more trustworthy than the oil industry. NOT! Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Maria Crandall

Lesley Barker

July 3, 2008 4:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I strongly support a transition to biofuels and solar technology to enhance domestic energy production and reduce global warming.

However, we need proper guidelines for honest accounting with regard to fuels such as bioethanol when fossil fuels are used for its production, either indirectly as fertilizer or directly in the processing.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lesley Barker

William Buss

July 3, 2008 4:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Buss

Richard Daniels

July 3, 2008 4:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am quite sure that an objective review of the current processes used to produce ethanol from corn will establish that ethanol produced in this manner can not and should not be considered a "green" process.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to include the marketing of today's corn-based ethanol as a discreet portion of the review process.

If you do so, I am convinced that environmental advertisements for ethanol as a green alternative to gasoline, which have exploded recently, will be properly brought to an end.

Thank you, and good luck with the political and financial ramifications of the decisions you make in this regard.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Richard Daniels

Chris Ashton

July 3, 2008 4:47 PM

Chairman William Kovacic

Subject: Green Guides Should Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Chris Ashton

Susan Marie Frontczak

July 3, 2008 4:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Every day we are learning more about what we need to know, especially in regards to how to take care of our own "nest" called earth. You help us all do that!

There for I ask the FTC, as it reviews its "Green Guides" for environmental marketing and advertising, to examine the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Susan Marie Frontczak

Thomas Yuill

July 3, 2008 4:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. This "green" advertising is, simply, false and misleading.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Thomas Yuill

Ernie Nickels

July 3, 2008 4:47 PM

Chairman William Kovacic

Subject: Ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are NOT BASED ON SOUND SCIENCE. Indeed, when issues like FERTILIZER use, ENERGY for processing, and LAND USE are taken into account, current corn ethanol production could actually represent an INCREASE in global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ernie Nickels

J. David Gillanders

July 3, 2008 4:46 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The environmental cost of producing ethanol is greater than the savings from using it to replace gasoline.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
J. David Gillanders

vilia natchez

July 3, 2008 4:46 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I was raised in Nebraska and the whole idea of ethanol was promoted. I understand that farmers want to raise corn for profit. The problem, however, is that they do use fertilizers and gasoline, etc. in the production of ethanol. I also feel there will now be a need to raise the corn for food crops since the midwest has been devastated by flood. The WORLD could use more corn. We could share our food.....novel idea.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
vilia natchez

margee aycock

July 3, 2008 4:45 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am a concerned citizen who likes to make the green choice when possible. Even our local newspaper is very sketchy on which is the greener choice, ethanol or no ethanol. They do not seem to have any information as to if it hurts our cars or gives us less gas milage. We just plain don't know what to choose! As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
margee aycock

Steve Cohn

July 3, 2008 4:45 PM

Chairman William Kovacic

Subject: "Green Guides" should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Steve Cohn

Ronald Sitton

July 3, 2008 4:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, may be increasing advertisements as a "feel-good" alternative to gas, but they are not based on sound science. Indeed,

We should look into switchgrasses, slash from trees and hemp as alternative sources instead of relying on corn. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ronald Sitton

Deborah Filipelli, Ph. D.

July 3, 2008 4:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The following represents my position in SUPPORT for the review of the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Deborah Filipelli, Ph. D.

Thomas Armstrong

July 3, 2008 4:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I know that you are aware of this problem. If you use your position to take a leadership role in informing the public about this danger, I would appreciate your effort.

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Thomas Armstrong

Max Bean

July 3, 2008 4:43 PM

Chairman William Kovacic

Subject: ethanol advertising must be based on scientific facts

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Max Bean

Ralph Smith

July 3, 2008 4:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

I am totally for gasoline alternatives, and ethanol may ultimately be part of the solution for the USA. However ethanol from corn is not only CO2 expensive, but the energy to produce is at best slightly less than the resulting fuel.

Ethanol may yet play a part but not from corn. Not how it is being managed now. Quite possibly sugar cane will play a part, as it is in Brazil, but not corn.

I urge you to seek and speak loudly the truth with respect to ethanol-from-corn claims.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ralph Smith

Willow Liroff

July 3, 2008 4:42 PM

Chairman William Kovacic

Subject: Ethanol advertising needs "Green Guide"-ance!

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Willow Liroff

Joseph Hamilton

July 3, 2008 4:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. The science is clear ethanol is not a green alternative to gasoline but is a worse polluter. The public needs to be aware of this misrepresentation.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joseph Hamilton

Herbert Samenfeld

July 3, 2008 4:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am very concerned that we are going full-tilt toward ethanol as a solution to all our energy problems. Ethanol itself comes with a host of problems, but advertising by producers is leaving out the disadvantages.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Herbert Samenfeld

Fred M. Rhoades

July 3, 2008 4:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We depend on the FTC and other governmental agencies to clearly evaluate the complexities of balancing the supply of new energy supplies with environmental concerns such as global warming and environmental pollution. Please do not cloud these issues by bending to political pressures.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Fred M. Rhoades

Arthur Sutherland

July 3, 2008 4:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Using corn to generate ethanol will also raise food prices in the U.S. substantially and possible cause the starvation of many overseas. What is green about that? This is deceptive advertising with potentially lethal consequences.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Arthur Sutherland

Kris Bennett

July 3, 2008 4:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This is another attempt to mislead people and manipulate their behavior. Solving our energy problems will require use of several types of energy, but more importantly, we need to keep environmental impact at the forefront when deciding which types of energy to develop. It seems oxymoronic to develop energy that takes massive amounts of energy to produce....and is dirty. Again, we are doing things "bass-ackward".

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kris Bennett

Greg Gille

July 3, 2008 4:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I STRONGLY URGE YOU to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

ETHANOL IS A BUST, SOON TO BE INVIABLE.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Greg Gille

Karl Hodges

July 3, 2008 4:39 PM

Chairman William Kovacic

Subject: Get with real solutions

Dear Chairman Kovacic,

There are so many good solutions like the electric car I converted in my back yard (you know, like the ones GM can't make). Why do we have to struggle with questionable attempts like flex fuels when electric, or compressed air vehicles can utilize wind and solar?

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Karl Hodges

Elizabeth Davidson

July 3, 2008 4:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am also concerned about the use of Round-Up or its chemical equivalents to eradicate weeds in corn being produced for ethanol. This can produce water contamination as well as a reduction in beneficial insects.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Elizabeth Davidson

John Kadyk

July 3, 2008 4:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Under study, and with a promising solution very soon, is using switchgrass (*Miscanthus*) instead of corn to produce ethanol. This plant requires no fertilizer, little water, and grows on soil unusable for staple crops. This is what should be promoted, not corn. Corn is in short supply for feeding the human race right now.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Kadyk

Kateri Kosek

July 3, 2008 4:38 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

I DON'T WANT ANY PART OF ETHANOL THAT CAUSES MORE ENVIRONMENTAL DEGRADATION THAN GASOLINE. FINDING ALTERNATIVES IS A BIG STEP--IF WE DON'T GET IT RIGHT, WHAT'S THE POINT?

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kateri Kosek

jim sweeney

July 3, 2008 4:37 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

There is a big scam going on right now.

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Ads for ethanol as a green alternative to gasoline are intentionally and incredibly misleading.

All things considered, ethanol from corn actually increases in the production of global warming pollution over today's gasoline.

Do what you can to relegate this discussion to the proper venues and with accurate data.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jim Sweeney

Sharon Bahus

July 3, 2008 4:37 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am a curator of an environmental series at Lincoln Center. We screen films followed by in depth discussions of these issues. Our next film is on the subject of biofuels. Though biofuels could be the answer to our oil crisis and curbing global warming we definitely need to find alternatives to ethanol which creates dreadful consequences such as food shortages. One rarely hears about algae or switchgrass fuel which would have much less consequences on the price of food. It would be unfortunate if the bad press over ethanol production caused other more sustainable biofuel research to be abandoned.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sharon Bahus

Greg Malmberg

July 3, 2008 4:37 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is 'high time' we listened to the scientists and researchers among us. Back off and look at the 'big picture'.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Greg Malmberg

Donald Farley

July 3, 2008 4:36 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Many people, including numerous in the media, seem not to be aware of this fact. And of course the corn lobby is very happy about that.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Donald Farley

Dan Schwartz

July 3, 2008 4:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Clearly there are better solutions than to use corn to create ethanol. Switchgrass or algae based cellulose ethanol production could create a greater level of energy with a lower cost, both environmentally and economically. Corn is simply not a good solution for ethanol, in that it's also taking a foodstuff that is in demand for feeding people and animals and turning it into fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dan Schwartz

Christopher Flynn

July 3, 2008 4:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Any competent ecologist would know this...THINK...

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Christopher Flynn

Jack Stansfield

July 3, 2008 4:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

In addition, the use of food crops such as corn for energy production diverts resources from the world's food supply and causes shortages and higher prices that affect particularly the poor in our country and in other countries as well. An example is the recent rise in the price of corn in Mexico where corn is a staple for millions of Mexicans, especially for those least able to afford a price hike.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jack Stansfield

Ellen Koivisto

July 3, 2008 4:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

To make things clearer, burning ethanol produces CO₂ in about the same amounts as burning gasoline. Producing corn for ethanol requires fertilizers which are made using petroleum and petroleum byproducts, all of which produces CO₂ at every step of the process, as does trucking the fertilizer to the fields and trucking the corn to the ethanol plants and then to the gas pathways. Excess fertilizer use (and it's excess) runs off into the Mississippi and down into the Gulf of Mexico, producing enormous algae blooms and subsequent die-offs, creating dead zones. The dead zone in the Gulf is now bigger than a number of states in area, and growing rapidly. Additionally, any acreage taken out of production for food contributes to real biodiversity and health problems, especially when it is dedicated to monocrops such as corn. And finally, the push for corn is coming from ADM and corporations like them, not family farmers (some mythical creature driven to the brink of extinction by massive corporations like ADM) because corn is easy profit for the work, as opposed to real crops that require land stewardship and a lot more time and intelligence to grow, but that actually feed people.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ellen Koivisto

Richard Kanner

July 3, 2008 4:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I understand that the Federal Trade Commission will be reviewing its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a green alternative to gasoline have increased recently and in many cases are misleading. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. I understand that the use of sugar cane for ethanol, as is done in Brazil, provides a far better energy out:energy in ratio (8.2:1).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Richard Kanner

Wolfgang Benz

July 3, 2008 4:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Wolfgang Benz

Bonnie Breckenridge

July 3, 2008 4:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Not to mention, as corn is used for fuel, food prices will continue to rise as corn for food (both human and animal) will be in shorter supply.

I urge the FTC to find real answers! To be creative in their thinking and not line up behind the corporations that have an interest in the ethanol market. We need to find a way to take the huge amounts of waste materials engendered in this country every day and make that the source of fuel. Landfills and cattle create huge amounts of methane that could be captured and put to good use instead of being part of the problem as they leak into the atmosphere. One could argue that the technology would be too expensive, but I believe in the long run it could help save the planet and become a good source of fuel. What more could a company want than a free source of materials with which to make its product?

Please tell the truth about ethanol and use your power to find real solutions.

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should

conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bonnie Breckenridge

katharine hermann

July 3, 2008 4:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am a 60-year old woman, who has taken to bicycling wherever I can in an attempt act responsibly for the future of our planet, the air and my children. Please help clarify the issues of how we can make wise decisions on fuel consumption, including what are the TRUE impacts of corn-based ethanol production. I think expensive gas is just fine, since it will finally encourage our market-based society to come up with good alternatives to fossil fuels. But I am not sure that ethanol as currently produced is among the desirable solutions.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Sincerely, Katharine Hermann

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
katharine hermann

Dennis Lynch

July 3, 2008 4:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Corn ethanol is not the best way to go.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dennis Lynch

Jo Ellen Brandmeyer

July 3, 2008 4:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The only biofuels that I believe should be supported are those made from true waste that is left over after the desirable portions of a plant - or of an animal - are used. Growing a food crop and using fertilizer on it, thereby creating a larger dead zone in the Gulf of Mexico and raising the price of corn-derived products (including beef) world-wide is not an ethical solution. This information needs to be made clear to all decision-makers from elected officials to the individual consumer.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jo Ellen Brandmeyer

Laura Goodman

July 3, 2008 4:33 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

It's time for a real solution to gas usage, and not another foggy venture

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Laura Goodman

Dorothy Reichardt

July 3, 2008 4:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Furthermore, using corn to make ethanol is raising the price of corn so it is hurting consumers, including farmers who use corn to feed their animals.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dorothy Reichardt

Peggy Rodriguez

July 3, 2008 4:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

You know the truth. Ethanol is a resource-consuming fuel, whose use will only increase the fouling of the planet.

Please act wisely and tell the truth in the Green Guides. Our future depends on your courage now.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Peggy Rodriguez

Carol Jolles

July 3, 2008 4:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is absolutely critical that you present accurate and COMPLETE scientific information on this issue. It is not only our own future as a country but the actual future existence of life as we know it on this planet.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carol Jolles

Michael Reilly

July 3, 2008 4:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I do hope you will use "sound science" to make your decisions rather than what's good for biofuels conglomerates.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michael Reilly

Sue Masaracchia-Roberts

July 3, 2008 4:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Encourage the use of other methods, if at all possible, please!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sue Masaracchia-Roberts

Vernon Batty

July 3, 2008 4:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline are misleading. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We, as a nation, need to use sound reasoning to pull ourselves out of the quagmire we put ourselves into by poor judgment.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Vernon Batty

DON BILL

July 3, 2008 4:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol in gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
DON BILL

Susan Finkleman

July 3, 2008 4:29 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. In fact, when fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production actually represents an increase in the production of global warming pollution over today's gasoline. Don't allow this sort of politically driven misrepresentation to continue.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Susan Finkleman

Ann Hebert

July 3, 2008 4:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Let's understand if there are real benefits to corn-based fuels before we begin moving in that direction. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ann Hebert

Phillip Crabill

July 3, 2008 4:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please base your decisions on scientific facts and NOT POLITICAL RATIONALE!!!
Care about the future!!! Please!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Phillip Crabill

Marcia Bailey

July 3, 2008 4:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I'm concerned about the misinformation about corn-based ethanol which I have read about in several sources. Ethanol sounds like a great solution, but, in reality, it is not a solution at all. The process of making the ethanol actually creates more problems than are resolved by the use of the fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marcia Bailey

Saralaine Millet

July 3, 2008 4:25 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As you review "Green Guides" for environmental marketing and advertising, I urge you to consider the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements extolling ethanol as a green alternative to gasoline are suddenly everywhere. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues such as fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Saralaine Millet

Mary Heffernon

July 3, 2008 4:25 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Thank you.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mary Heffernon

Laura Jones

July 3, 2008 4:25 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Corn-based ethanol is a farm-bill boondoggle, not an environmentally friendly energy source: it's time for "truth in advertising" on this issue.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Laura Jones

Vernon and Mary Joyce Dixon

July 3, 2008 4:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Vernon and Mary Joyce Dixon

Elske Smith

July 3, 2008 4:23 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There is also the issue that the push for corn-based ethanol isacerbating the world's current food crisis by diverting corn for food to corn for fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Elske Smith

Gerald Porter

July 3, 2008 4:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am very concerned about global warming, and I am concerned about the inappropriate emphasis on corn-based ethanol.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gerald Porter

Suzanne stensaas

July 3, 2008 4:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

ETHANOL from Corn is not the solution. Increases inflation, food shortages, price increases, hunger in the world. Brazil makes it more efficiently from sugar cane. Why not let us import from Brazil? More BTUs per gallon too. Ethanol the way we have it structured here rewards the farm corn lobby and no one else. This is not the alternative we want.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Suzanne stensaas

roger citron

July 3, 2008 4:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

There has been a drastic increase in environmental advertisements for ethanol as a green alternative to gasoline. These green-marketing techniques are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Therefore, I urge you to review the marketing of today's corn-based ethanol and "Flex Fuel" ethanol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
roger citron

Peter Chesson

July 3, 2008 4:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Without proper guidance, the issue of alternative fuels is subject to massive extremely damaging cynical exploitation. Indeed, we are seeing that.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Peter Chesson

Mary Tinkham

July 3, 2008 4:20 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

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Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It seems better to use the byproducts of crops already grown for food than to grow corn expressly for fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mary Tinkham

Mark Peterson

July 3, 2008 4:20 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I support production of cellulosic ethanol from switchgrass/poplar trees and other woody biomass, plus the use of slaughtering/agricultural biproducts, waste cooking oils or growing algae to produce biodiesel, all of which do not divert usable food into energy production.

Let's switch to American grown fuels, but not be careless and divert food or food producing land in the process.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mark Peterson

Anne Harvey

July 3, 2008 4:20 PM

Chairman William Kovacic

Subject: Green Guides must address ethanol advertising

Dear Chairman Kovacic,

Please understand that my family and I are willing to choose wisely, to conserve and to pay more for fuel and all of the goods and services dependent upon energy in order to know that our world will remain healthy for people and wildlife for generations to come.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

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Sincerely,
Anne Harvey

Adam Fikso

July 3, 2008 4:18 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

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MARK MUSSER

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And, just as important, the use of ethanol gasoline reduces the fuel economy of every vehicle that it is put into. Just ask consumers (the real pundits) and that fact will come crashing home. So even though the use of ethanol may seem to reduce the amount of gasoline for each fill up, it actually takes more of this hybrid mixture to go the same distance, so where is the practicality of this alternative?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
MARK MUSSER

Ruth Leibowitz

July 3, 2008 4:18 PM

Chairman William Kovacic

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We must find the right solutions to protect this planet from further destruction. If we do not act now, it would only mean total devastation, which includes more habitat loss, the extinction of so many beautiful creatures, including mankind, & that is a very disturbing thought. I'm very supportive in the return of the electric vehicle. That would be a wise, & intelligent choice for us all. Thank you for considering my views.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ruth Leibowitz

Bonnie Elsten

July 3, 2008 4:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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I have read that ethanol based on switch grass would provide a better alternative.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bonnie Elsten

Maryann Caputo

July 3, 2008 4:17 PM

Chairman William Kovacic

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ENOUGH IS ENOUGH! THIS IS NOT A GREEN ALTERNATIVE!!!! STOP JERKING THE PEOPLE AROUND, WE ARE NOT STUPID!!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Maryann Caputo

jeannine Eremea

July 3, 2008 4:17 PM

Chairman William Kovacic

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PLEASE FOR ONCE DO NOT ACT WITHOUT KNOWING ALL THE RAMIFICATIONS AND HONEST DATA...FOR ONCE ACT RESPONSIBLY AND HONESTLY TAKING IN CONSIDERATION ALL THE FACTS. LISTEN TO THE COMPETENT AND CONCERNED SCIENTISTS WHO CARE FOR THEIR COUNTRY, OUR COUNTRY. THANK YOU JVE

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
jeannine Eremea

Colleen Rodger

July 3, 2008 4:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There is more politics than science in the current ethanol policy. The public deserves to know the facts, not the "green washed" talking points favoring the old energy producers and agri business.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Colleen Rodger

Keenan Payne

July 3, 2008 4:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

With the economy's new "green market," oil companies and gas station advertisers have been keenly using and portraying the term "ethanol" as an environmental and economic benefit when it comes paying at the pump, and so many consumers out there are being led to think that by purchasing products with ethanol, they are making a smart consumer choice. But they aren't being told that ethanol is actually only a stepping stone to help us get in the right direction of more responsible and renewable energy consumption, and that it is not solely in-and-of-itself a solution. I feel like it has become another instance where big oil companies are taking advantage of this environmental crisis by using the "green" facade to make a profit.

Thus, I strongly encourage a decision by the FTC to review and revamp its past Green Guides to address today's circumstances and inform the mass public.

Thank you for your time and consideration.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

Keenan Payne

Irene Brady

July 3, 2008 4:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Corn-based ethanol could increase, not decrease global warming.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

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Sincerely,
Irene Brady

Evelyn Zerlin

July 3, 2008 4:14 PM

Chairman William Kovacic

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Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are NOT based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production actually represents an increase in the production of global warming pollution over today's gasoline.

As a side note: My 1991 vehicle I drive, specifically states in the owner's manual, do NOT use Ethanol in your vehicles fuel system!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Evelyn Zerlin

Daniel Horn

July 3, 2008 4:13 PM

Chairman William Kovacic

Subject: Misguided ethanol advertising

Dear Chairman Kovacic,

When you are investigating Green Guides for environmental marketing, please pay attention to the advertising surrounding ethanol for fuel.

Unfortunately corn is not very efficient as a fuel and the whole process of growing corn, while profitable due to subsidy, and cleaner when you burn it, uses more fuel in production for fertilizer than alternatives, including oil.

We need to take into account the entire production pipeline and not just the output when concerning ourselves with global warming and greenhouse gasses---and green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, misrepresent the full issue.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Daniel Horn

Stanley Jones-Umberger

July 3, 2008 4:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol is simply not as good as it seems. It can't be piped and must be trucked. It drives up food costs. Please look at the facts.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

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Sincerely,
Stanley Jones-Umberger

William Hodapp

July 3, 2008 4:12 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I would encourage the Federal Trade Commission to review the subject of environmental marketing and advertising concerning ethanol. Advertising for ethanol and for so called "Flex Fuel" powered vehicles (FFVs) has been, at best, misleading.

These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is tremendously important that the information on alternative fuels be fair and unbiased if we are to move forward in finding alternatives to the use of oil.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William Hodapp

John Veranth

July 3, 2008 4:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am a Chemical Engineer with industrial experience and publications in combustion and energy production. Even simple 'order of magnitude' estimates are sufficient to disprove claims that corn-based ethanol will contribute significantly to the US fuel supply or to the reduction of greenhouse gas emissions.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

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John Veranth

Alan Speed

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All advertising claims should be consistent with the truth, the whole truth, and nothing but.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Alan Speed

Quinn Montana

July 3, 2008 4:10 PM

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We should not be using a food crop as fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Quinn Montana

Brian Bodah

July 3, 2008 4:10 PM

Chairman William Kovacic

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As a recent university graduate, and a published author on the topic of alternative energies and global climate change, I am well aware of the emissions related to corn based ethanol.

Ethanol provides us with a wonderful potential for a future of green transportation fuels, **BUT NOT WHEN IT IS PRODUCED FROM SUBSIDIZED, GENETICALLY MODIFIED CORN.** Brazilian sugar cane ethanol and cellulosic ethanol provide us with much, much better methods of ethanol production.

Again, I urge you to review the marketing of today's corn-based ethanol in the United States. It certainly **IS NOT** our solution to global warming, and **SHOULD NOT** be allowed to be marketed as such. Thank you for this opportunity to comment.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,

Brian Bodah

Rebecca Overmyer-Velazquez

July 3, 2008 4:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). Recent scientific studies strongly suggest, for example, that ethanol emissions INCREASE global warming pollution but this is never mentioned in publicly.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

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Sincerely,
Rebecca Overmyer-Velazquez

Dan Parker

July 3, 2008 4:10 PM

Chairman William Kovacic

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Let's hear the truth about ethanol and start making good choices with our environment.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dan Parker

Nancy Jackson

July 3, 2008 4:10 PM

Chairman William Kovacic

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Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need solid science here, not marketing blitz.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nancy Jackson

susan meyer

July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is critically important that people not be misled by marketing an energy source that is not solving the global warming problem. Please make sure that advertisers adhere to the facts or sound science.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
susan meyer

Lara Rozzell

July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

At this time, ethanol is not a clean energy, due to the fossil fuel inputs required to produce it. And with so many people starving in the world, we shouldn't be using food to power our personal vehicles.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lara Rozzell

Tyson Weems

July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As an aspiring dietitian and socially and environmentally aware citizen, ethanol production concerns me greatly. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Tyson Weems

Jean Darsie

July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As I understand it the Federal Trade Commission is reviewing its "Green Guides" for environmental marketing and advertising.

The rush to promote the use of corn-based ethanol concerns me because I don't believe the full cost of its production is being taken into consideration. Instead ethanol is being marketed as something of a panacea without fully informing the public about the costs and impacts on global climate change.

I urge the FCC to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jean Darsie

Myron Kuhlman

July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Simply put, ethanol from corn is a way to turn corn into pork without needing a pig farm. It once was a useful farm subsidy that has grown into a massive bondoggle. Please help us stop misleading Americans. We have enough trouble because of that already.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Myron Kuhlman

Gail Owens

July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please pursue policies that observe most favorable outcomes for the climate and world populations, and take care not to become frozen into policies that are pushed by economics of profit-making influences.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gail Owens

Ed Zoebisch

July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As a society we have become so accustomed to being lied to, out of necessity we look at government issues with a cynical view. Help the US citizens begin to regain some small measure of faith in government policy and issue statements by making this document meaningful and truthful.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ed Zoebisch

Keith Johnston

July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Let's use real science?not pressure from huge agri-business?to guide our decisions on what is truly a green energy solution. Please help educate the general public about the misconceptions about ethanol developed from corn. It costs more more to produce than it's worth in terms of tax subsidies, transport, animal feed and food prices, not to mention a net increase in carbon generated or released into our atmosphere. Sugar cane, the principal ethanol crop in Brazil, is 8-10 times more efficient than corn in the energy it takes to produce the same amount of fuel. Fortunately, it doesn't take a scientist to figure out that corn ethanol is another windfall for ADM & other big agri-business. But it won't do anything to reduce global warming.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Keith Johnston

Ellen Waff

July 3, 2008 4:08 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There's more to this than meets the eye! Please have your staff research each issue carefully, and don't jump on any bandwagons before you discover if there's really a band, or if it's only recorded marches!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ellen Waff

Ronn Smith

July 3, 2008 4:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Recently, we have witnessed countless claims and counter-claims around the effectiveness of ethanol to reduce greenhouse gas emissions. Certainly it depends on the source of ethanol and the energy consumed in tapping that source. We consumers need a reliable guide to help us distinguish fact from marketing fantasy.

Thank you for your consideration.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Ronn Smith

Amy Hellmers

July 3, 2008 4:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And the way current corn-ethanol is produced in the United States simply does not make it a low-carbon fuel. Indeed, in 2022 the low carbon fuels in the RFS should reduce global warming pollution by 6 percent, but according to one recent analysis, including indirect land use changes, the extra emissions from the unregulated corn ethanol could increase overall pollution by 5 percent, wiping out most of the benefits of the regulated renewable fuels.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Amy Hellmers

Joel Balbien

July 3, 2008 4:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer and pesticide use, energy for processing, ethanol distribution, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. There have also been concerns raised by scientists about increased NOx emissions related to combustion of ethanol in legacy vehicles.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joel Balbien

Juan Santillan

July 3, 2008 4:06 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

HELLO OUT THERE... ANYBODY HOME? WHY HASN'T THIS COUNTRY PUSHED FOR ETHANOL FROM SUGAR CANE? IT IS TO MY UNDERSTANDING THAT SUGAR CANE RENDERS "7" (SEVEN TIMES) MORE ETHANOL THAN CORN AND SWISH GRASS RENDERS "10" TIMES MORE THAN CORN. WHERE IS THE SUGAR CANE LOBBY? BRAZIL HAS BEEN DOING THIS FOR ABOUT 30 YEARS ALREADY. WE DON'T NEED TO SEE IF IT'S FEASIBLE, JUST GO AHEAD AND IMPORT THE EQUIPMENT FROM BRAZIL AND IMPLEMENT IT HERE!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Juan Santillan

Roberta Dees

July 3, 2008 4:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

The Federal Trade Commission must review its "Green Guides" for environmental marketing and advertising. I urge you to review the marketing of today's corn-based ethanol. Its promise has failed to arrive, due to the use of food corn, and the actual energy needed and the resulting pollution to produce ethanol.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. In fact, corn ethanol production will probably cause an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Roberta Dees

Tezel Relyea

July 3, 2008 4:04 PM

Chairman William Kovacic

Subject: Truth in Ethanol Use

Dear Chairman Kovacic,

Environmental advertisements for ethanol as a green alternative to gasoline are overstated.

Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "flex fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Tezel Relyea

Greg Harrison

July 3, 2008 4:04 PM

Chairman William Kovacic

Subject: Ethanol advertising

Dear Chairman Kovacic,

Please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you,

Greg & Pam Harrison

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Greg Harrison

Kenneth Connell

July 3, 2008 4:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

As a consumer, I am highly dependent on advertising as a source of information about helping my country, state, and community to reduce global warming.

MISINFORMATION about ethanol in mass media advertising does us all a disservice, which can result in our "helpful behaviors" having very harmful consequences simply because we have been misled by ethanol advertising. PLEASE HELP!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kenneth Connell

Peter Roth

July 3, 2008 4:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising!

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol-or-gasoline-powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Peter Roth

Elliot Taubman

July 3, 2008 4:04 PM

Chairman William Kovacic

Subject: Ethanol advertising

Dear Chairman Kovacic,

As you review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) please include all carbon footprint issues.

Advertisements for ethanol as a "green" alternative to gasoline have recently proliferated. Green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not science based. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The "Green Guides" are a great idea, but they have to allow a fair representation of the facts.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Elliot Taubman

Phyllis Stonebraker

July 3, 2008 4:04 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

The type of crop planted and processed should be thoroughly explored, and preference should be given to non-food plants. These non food plants should then be rated in terms of pollution produced by the resulting ethanol, as well as fuel efficiency.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Phyllis Stonebraker

John Dainotto

July 3, 2008 4:03 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This issue is too important to just blindly follow the political winds as they blow...

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Dainotto

Theodor Feibel

July 3, 2008 4:01 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

RE: Alternative electro-magnetic circuits -- Zero Point Energy Systems as SOURCE for power.

<http://www.youtube.com/watch?v=X6EnDBjCjBw>

Of course one could use the above to power a LITHIUM ION BATTERY (which isn't mentioned in this video) -- however, once you have a charged battery ...

<http://www.youtube.com/watch?v=0uOa3IUndgI&feature=related>

That of course leaves the grain supply free for making ethanol for distilled spirits for human consumption and partying.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Theodor Feibel

alfred hosick

July 3, 2008 4:01 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. ethanol is just a temp fix. and its not so green. i have ben a air craft mechanic and pilot for 35 years. electric is the best. and its verry easy to build a electric and genrate its one electric. but when so many people are making mega bucks from oil who wants an all elect cat or truck. buddy-a-nam-tay-say-hosick. chief dupity of the cherokee tribal council..

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
alfred hosick

Toni Medford

July 3, 2008 4:00 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Wariness must be our watch-word. Truth in advertising is no longer an accepted or mandated practice UNLESS we make it so. While I don't support corn into ethanol overall, we must use corn for the interim as we cultivate other more appropriate and non-food crops for fuel production. Please help us all get to this next phase in energy.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Toni Medford

Henry Bosch

July 3, 2008 4:00 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are misleading. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production actually represents an increase in the production of global warming pollution over today's gasoline.

Biomass is a much cleaner alternative and should get more attention and action.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Henry Bosch

Andrew Bishop

July 3, 2008 4:00 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And please help conserve resources by responding to this and other public comments via email rather than written letters.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Andrew Bishop

John Page

July 3, 2008 3:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Little is more important:

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Page

Rian Satterwhite

July 3, 2008 3:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I believe that biofuels may play an important role in addressing climate change, but in order to do so they must be based on sound science. We must ensure that, in our pursuit for cleaner vehicles, we do not create other unintended consequences such as food price increases and shortages, further destruction of important natural land, etc.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rian Satterwhite

Frank Leeds

July 3, 2008 3:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

There are many other environmentally sustainable, non-food crops that can be utilized to produce ethanol.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Frank Leeds

Eric Bottomly

July 3, 2008 3:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This fact is already being exploited by opponents of alternative energy and could be a major impediment to the development of a program for viable, scientifically sound sources of alternate energy.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Eric Bottomly

David Leonard

July 3, 2008 3:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol, claiming to be a green alternative to gasoline, have increased markedly. These purported green-marketing campaigns, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Moreover, the changes being made in the corn to increase the starch content and ethanol output are decreasing the protein levels and food values in the corn, creating other problems for the country in terms of nutrition and global food supplies.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Leonard

Eliot Smith

July 3, 2008 3:59 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, which I have seen around my own city, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

And without the claimed environmental benefits, corn-based ethanol production has terribly detrimental effects on world food production.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Eliot Smith

Kathryn Grace

July 3, 2008 3:58 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We need an honest appraisal of the reality here. Thank you for pursuing the truth.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kathryn Grace

Alice McKeon

July 3, 2008 3:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

If the whole idea is to pollute less or not at all, then ethanol does not hold the promise that I was led to believe and I can no longer support it as a desirable fuel to have in use anywhere. Sounds like it's another MTBE to me.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Alice McKeon

Sally McDaniel

July 3, 2008 3:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am totally for green and renewable fuels, but growing corn for ethanol is NOT green in the end!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sally McDaniel

Carol Singer

July 3, 2008 3:57 PM

Chairman William Kovacic

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Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Doesn't sugar ethanol create more energy with less side effects than that from corn, without raising food prices & causing massive worldwide starvation.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Carol Singer

Brian Berggren

July 3, 2008 3:57 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. A secondary issue is the increased consumption of water in both the growing of corn and its processing to alcohol.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Brian Berggren

Tom Howell

July 3, 2008 3:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

In our efforts to reduce the threat of global warming and increase energy security we need to avoid mistakes and make the best use of science and our technical resources. If the public is misled with false hopes based on inaccurate information, then much time, much money, and many resources could be wasted.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Tom Howell

Neal Spangler

July 3, 2008 3:56 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As a concerned citizen, I am more than ready for honesty over spin, and solutions to heal the planet over boosting self interest!

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Neal Spangler

Herbert Curl, Jr.

July 3, 2008 3:56 PM

Chairman William Kovacic

Subject: "Green Guides" should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Endorsements of 'green' strategies need to include trade-offs and life cycle costs.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, irrigation and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Moreover, land for food production and animal feed is being taken out of production, increasing food costs or food availability around the world.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Herbert Curl, Jr.

Barbara Hodik

July 3, 2008 3:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Over the years, it seems that short-term decisions to solve one problem cause even more problems over the long haul.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Barbara Hodik

Rena Chiu

July 3, 2008 3:55 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are too many unsolved problems with promoting ethanol at this time. We need to find other alternatives until/unless these problems can be solved.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Rena Chiu

sarah faunce

July 3, 2008 3:55 PM

Chairman William Kovacic

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It will be disastrous if the government does not review the complexity of this issue and press for public awareness of the downside of ethanol and the role of other methods of biomass fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
sarah faunce

Barbara Arcure

July 3, 2008 3:53 PM

Chairman William Kovacic

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Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Please don't allow the green movement to be discredited and side-tracked. Let's do the right thing and let people who want to do the right thing have access to the best options!! Thanks!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Barbara Arcure

Tracy Heart, M.A.

July 3, 2008 3:52 PM

Chairman William Kovacic

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Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Tracy Heart, M.A.

Clark Johnson

July 3, 2008 3:52 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Further, the conversion of land in the great plains states from growing wheat to corn (for ethanol) is dangerous as corn requires both more water and fertilizer per acre. And less wheat means higher prices for bread and other wheat-derived foodstuffs.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Clark Johnson

John Rigney

July 3, 2008 3:52 PM

Chairman William Kovacic

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Congressmen (and Women) and Senators need to grow themselves a back-bone and stand up to the Corn Lobby.

We need to STOP SUBSIDIZING Corn Ethanol. It doesn't even provide as much energy as it takes to produce, and it is one of the factors causing an explosive rise in food costs! We should be EATING CORN, NOT BURNING IT!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Rigney

JAMES Stetina

July 3, 2008 3:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please look at the true energy cost savings of ethanol and its real cost of production. The politicians have made a mistake and the TV ads do not reflect the carbon impact of ethanol gas. it is not a green alternative.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
JAMES Stetina

John Witte

July 3, 2008 3:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Ethanol for corn is NOT even part of the answer for America to become less dependent on petroleum products! Just think about ALL of what's involved in producing the stuff, from prime farmland to petroleum-base fertilizers!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Witte

Pippa Storey

July 3, 2008 3:51 PM

Chairman William Kovacic

Subject: Corn-based ethanol marketing in the Green Guides

Dear Chairman Kovacic,

I understand that the FTC is currently reviewing the "Green Guides" to protect consumers from misrepresentations in environmental advertising. I would urge you tighten the standards for advertising of corn-based ethanol. Although ethanol is often assumed to be a 'green' alternative to gasoline, corn-based ethanol has a very low energy return on energy invested (EROEI). Indeed when considerations such as processing and transportation are taken into account, corn-based ethanol could actually represent a net increase in the production of greenhouse gases compared to conventional gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Pippa Storey

James Schall

July 3, 2008 3:51 PM

Chairman William Kovacic

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Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Schall

James Lyons

July 3, 2008 3:51 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

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Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Its important to stress that the problem is corn, not ethanol, as other production methods exist for biofuels that indeed are better for the environment. Having cars that run on the fuels is a good thing, but we have to be clear about how the choice of feedstock for ethanol effects whether or not it is infact a sound environmental (not to mention ethical, economic, or net energy gain) choice.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Lyons

Randall Curren

July 3, 2008 3:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when factors like fertilizer use, the energy used to run irrigation pumps, energy for processing, and land use are taken into account, current corn ethanol production is probably a net energy LOSER and may actually increase emissions of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Randall Curren

Barbara and Paul Kirwin

July 3, 2008 3:50 PM

Chairman William Kovacic

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As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, We urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Barbara and Paul Kirwin

Robert Dickinson

July 3, 2008 3:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Please require the total truth about ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Dickinson

Richard Schwartz

July 3, 2008 3:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). It is especially important that you utilize the best scientific analysis of the net carbon dioxide balance in ethanol fuel production.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Richard Schwartz

Holly Eaton

July 3, 2008 3:50 PM

Chairman William Kovacic

Subject: Green Guides need to address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Holly Eaton

Diana Crowson

July 3, 2008 3:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline and cause food shortages as well. This is not the answer.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Diana Crowson

Margaret Weimer

July 3, 2008 3:50 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Margaret Weimer

francis Calabrese

July 3, 2008 3:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please don't chase the "environmental" campaigns with phrases that downplay the truth. Thank you

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
francis Calabrese

Sheila Tarbet

July 3, 2008 3:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am very concerned that today's corn-based ethanol is being currently misrepresented in advertising, and as the Federal Trade Commission reviews its "Green Guides" for environmental marketing, I urge you to review the marketing of today's ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

We know that the number of advertisements for ethanol as a green alternative to gasoline has exploded recently. However, many of these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. I am very concerned that when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sheila Tarbet

T DeAngelis

July 3, 2008 3:48 PM

Chairman William Kovacic

Subject: Green Guides Must Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called Flex Fuel ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have increased exponentially recently. But these green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when aspects such as fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production may actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
T DeAngelis

Shelley Dahlgren, PhD

July 3, 2008 3:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Unfortunately the political support behind ethanol is such that better alternative sources of energy may be discouraged. SDD

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Shelley Dahlgren, PhD

John Essman

July 3, 2008 3:48 PM

Chairman William Kovacic

Subject:

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
John Essman

Steve Brown

July 3, 2008 3:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Alternative ethanol sources like sugar cane should also be promoted and a comparative 'rating' system could be developed to differentiate products and inform the public easily as to how environmentally beneficial each fuel alternative is compared to one another.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Steve Brown

Joanne Foster

July 3, 2008 3:48 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am shocked and saddened to find that deceptive marketing techniques by corn-based ethanol producers are still being allowed.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joanne Foster

Marilyn Martin

July 3, 2008 3:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. In fact, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marilyn Martin

Edward Hejtmanek

July 3, 2008 3:47 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. If current scientific assessments are not incorporated in to the green guides, we may be doing more harm to the environment by incorporating some "solutions".

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Edward Hejtmanek

Michael Scott

July 3, 2008 3:45 PM

Chairman William Kovacic

Subject: Green Guides and ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of fuels, and of corn-based ethanol in particular.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

If ethanol is to make a positive contribution to our energy future, it will need to become much more efficient -- as, for example, is projected for cellulosic sources like switchgrass, willow, and hemp. For these more efficient sources of ethanol to develop, we need strong truth-in-advertising rules.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michael Scott

Chad Haring

July 3, 2008 3:44 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, escalating food-prices and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Chad Haring

Dustin Berthelot

July 3, 2008 3:44 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

----- Also, the increased use of fertilizer for corn crops in the Midwest is suffocating marine life in the Gulf of Mexico by increasing the dead zone at the mouth of the Mississippi River. Let's present a fair case to the rest of the country...(i.e. California, Florida etc.) because while citizens of similar states believe they are being "green," it destroys our part of home with a much greater magnitude. Ethanol may be a quicker alternative, but its not the better alternative.

Kind regards, Dustin Berthelot

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dustin Berthelot

Cheryl Gross

July 3, 2008 3:44 PM

Chairman William Kovacic

Subject: Green Guides and Ethanol

Dear Chairman Kovacic,

As an environmental scientist, I have deep concerns about the current rush to biofuels. I urge the Federal Trade Commission to address ethanol fuel advertising as it reviews its "Green Guides" for environmental marketing and advertising.

Present claims for ethanol as a green biofuel alternative to gasoline ignore the issues of fertilizer and pesticide use, energy for transportation and processing and land use changes. These factors, especially with regard to corn ethanol production, may actually result in an increase in environmental destruction and global warming pollution over petroleum-based fuels.

Biofuels may play a role in decreasing environmental problems, but only if they are based on the proper materials, raised sustainably without the destruction of environmentally and agriculturally valuable lands and processed appropriately and locally or regionally.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Cheryl Gross

bill bodry

July 3, 2008 3:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Do we have to run up blind ally's before we take a step forward. Have we completely left the science out for spin docs to leed? Let's look at sustainable plant fuel model's that make sence. Who said corn was the way to go??????

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
bill bodry

Lance Elliott

July 3, 2008 3:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please limit subsidies and assistance to those producers who demonstrate actual savings and environmental benefit.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lance Elliott

Vernon Brown

July 3, 2008 3:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is time to end the corporate give away!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Vernon Brown

Gregory Stover

July 3, 2008 3:43 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We must start with the truthful representation of the facts for all sectors of the economy

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gregory Stover

Kate Solisti

July 3, 2008 3:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

There are other alternatives to corn, such as switch grass and using "waste" from other farmed plants. Let's not rob Peter to pay Paul, but develop realistic and balanced energy alternatives that do not take food crops out of the mouths of starving people for automobile fuel! Thank you!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kate Solisti

Michele Breaux

July 3, 2008 3:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Additionally, there is no sound way to pipeline ethanol, as it cannot use the existing pipeline structure.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michele Breaux

Raymond Moreland, Ph.D.

July 3, 2008 3:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Start listening to the scientist instead of those who are greedy and want to make a killing off of ethanol, especially with corn. And corn usage is now undermining food production and the price of food for the world's people -- it is a two edged sword.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Raymond Moreland, Ph.D.

Marin Kress

July 3, 2008 3:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As an American scientist concerned with the health of our planet, and our economy, I support The Union of Concerned Scientists in asking for appropriate updates to the "Green Guides" used by the Federal Trade Commission. I am also concerned about the effects of corn-based ethanol demands on our food and trade policies. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marin Kress

Barbara Fitzpatrick

July 3, 2008 3:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Ethanol made from garbage, sewage, or agricultural and timber wastes is part of the solution to our energy crisis. However, ethanol made from corn and other food crops, due to the petroleum inputs of growing, transporting, and processing those food crops, is worse than gasoline and will make the crisis worse.

Ethanol itself, like electricity itself, is good or bad depending on what's used to make it - so what's used to make it needs to be clearly "labeled".

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Barbara Fitzpatrick

Robert Vanderkamp

July 3, 2008 3:42 PM

Chairman William Kovacic

Subject: Ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Vanderkamp

Jack Ganse

July 3, 2008 3:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Further, no one ever mentions how much water is required to grow all of this corn. Let's be balanced and truthful when we promote the use of biofuels like ethanol. Do not try to pull a sleight-of-hand on us. We're smarter than that...

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jack Ganse

Patrick Hesselmann

July 3, 2008 3:42 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Promoting a fuel as 'better than gas' when it is more polluting when its production is taken into account makes no sense.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Patrick Hesselmann

Robert Hirsch

July 3, 2008 3:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs. It has unfairly influenced people in the Buffalo to permit the construction of a corn ethanol plant.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Hirsch

Theodore Endreny

July 3, 2008 3:41 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am an associate professor of ecological engineering and water resources engineering at SUNY ESF interested in the honest reporting on new technology. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Theodore Endreny

Janet Curtis

July 3, 2008 3:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

NOW, WHY DO YOU THINK THAT THE DEMOCRATS ARE LYING ABOUT ANWR?

REMEMBER WHEN AL GORE SAID THAT THE GOVERNMENT SHOULD WORK TO ARTIFICIALLY RAISE GAS PRICES TO \$5.00 A GALLON?

WELL? AL GORE AND HIS FELLOW DEMOCRATS HAVE ALMOST REACHED THEIR GOAL!

NOW THAT YOU KNOW THAT THE DEMOCRATS HAVE BEEN LYING, WHAT ARE YOU GOING TO DO ABOUT IT?

YOU CAN START BY FORWARDING THIS TO EVERYONE YOU KNOW? SO THAT THEY WILL KNOW THE TRUTH.?? what IS the answer?

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Janet Curtis

Marilyn Britton

July 3, 2008 3:40 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to CAREFULLY REVIEW the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

USING CORN ISN'T THE ANSWER... BUT SO MANY SEEM TO HAVE MONEY TIED UP IN THIS, THAT THE CHANGE TO OTHER CHEAPER AND AVAILABLE PRODUCTS AREN'T BEING CONSIDERED ...

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are NOT BASED ON SOUND SCIENCE.

Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

PLEASE PUSH FOR OTHER PRODUCTS TO BEGIN A REAL SOLUTION.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marilyn Britton

Donald Davis

July 3, 2008 3:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I own a Prius because I want the best milage and concern with our enviroment. If I use gas that contains ethanol, the car gets 3 or 4 miles worst milage. So I try hard not to buy gas with ethanol. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Donald Davis

Charles Robbins

July 3, 2008 3:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I have a Chevrolet Flex Fuel engine. I recently tried E85 fuel and found that although the price at the pump was 15% less the MPG was about 16% less. If you take into consideration the additional government subsidies (increase in my taxes), indirect increase in food costs and the impact on the environment by the manufacturing plants, I don't see how anyone can honestly say ethanol is a viable alternative fuel.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Charles Robbins

Elena Virgilio

July 3, 2008 3:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I am just an average consumer, but I understand that the correct use of green technologies based on sound science of a true cost to benefit ratio is critical to preserving our environment and reversing the devastating effects of global warming.

Also, I must add that I am deeply troubled and almost appalled by the allocation of land to corn ethanol production that would otherwise go towards crop production. During this time when desperate people are facing major food shortages the world over, I find this practice fallacious, short-sighted, and just plain wrong.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Elena Virgilio

Chris Rowland

July 3, 2008 3:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol-or-gasoline-powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Chris Rowland

Canary Burton

July 3, 2008 3:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I hope you will review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). This may well be a good beginning in biofuels, but it can't be the ending, considering it would overtake today's level of pollution.

General Motors' advertises "Live Green, Go Yellow" campaign, but they are not based on sound science. I see other misleading and outright lying commercials to the point I think I'm watching CNN and FOX!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Canary Burton

Judy Rosenblith

July 3, 2008 3:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently as it has become fashionable to "be green". These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. It is questionable as to whether ethanol, as currently produced, is a green product.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Judy Rosenblith

Theodore K. Raab

July 3, 2008 3:39 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you, as a scientist involved in BioFuels' research myself, to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Theodore K. Raab

Mark McKennon

July 3, 2008 3:38 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

If anything close to true, this is no solution for what ails us. We are being led by the nose by huckster marketing specialists, not by those truly trying to guide us to a more cost-effective and eco-friendly energy solution. I urge an objective evaluation of all the options. What is the ultimate use of partly mitigating one harmful monopoly only to feed another?

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mark McKennon

Duke Briscoe

July 3, 2008 3:38 PM

Chairman William Kovacic

Subject: Green Guides and ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and "Flex Fuel" vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually increase the production of global warming pollution compared to today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Duke Briscoe

Matthew Stone

July 3, 2008 3:37 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Sir,

As a participant in the world sweetener industry for over 30 years I am deeply troubled by the subsidized corn wet milling industry "greenwashing" their product.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Matthew Stone

Joan Walker

July 3, 2008 3:35 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Although I once supported ethanol, I now see that it helps no one except the corn farmers. We need REAL solutions, not more spin.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joan Walker

Trish Swanson

July 3, 2008 3:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

The plain fact is that the solution is here today, right now ... just watch the movie "who killed the electric car" and you will have many questions as to why it was killed, and who is profiting from all the bull going on now. Supply/demand as a reason for these high prices is a crock ... if it were the reason, then why the record profits for the oil companies? We all know, or at least some of us know, who is doing this and why, and they belong in prison!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Trish Swanson

Joann Feist

July 3, 2008 3:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We are acting foolishly to continue to raise corn for fuel. The negative effects are becoming a chain reaction in food and land use issues.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joann Feist

Nate Lott

July 3, 2008 3:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

Production of bio-fuels, specifically ethanol from corn, in this country is having an adverse effect on efforts to reduce the production of greenhouse gases. This is contrary to what is being advertized and promoted. Further, the diversion of food producing acreage to that destined for ethanol is contributing to the price increases for food products. This is in addition to increases forced by the higher price of fuels. (This higher cost of fuel is impacting all levels of food production from farming, preparation, packaging through distribution.)

Please support the Federal Trade Commission review of its "Green Guides" for environmental marketing and advertising. I encourage you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) and the true impact of these fuel alternatives.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nate Lott

BETTYE CHEYNE

July 3, 2008 3:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Biofuel is not the answer. Look at the air car or other solution vehicles.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
BETTYE CHEYNE

D.Michael Nowacki

July 3, 2008 3:34 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

You have an unprecedented opportunity to mandate that growers prove that agriculture can flourish without dependency on petroleum-derived pesticides and fertilizers; if only you weren't a lapdog of the Bush administration's oil-industry patrons, you could actually have a positive effect on the country.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
D.Michael Nowacki

William McLaughlin

July 3, 2008 3:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It is a known fact that there is more pollution in the making of ethanol and it provides less mileage than gasoline so it seems that in making the product we are doing more damage and using more resources than in just sticking to gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
William McLaughlin

Kristina Bain

July 3, 2008 3:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. (This is aside from the ethical issue of whether or not ethanol production is causing food prices to soar out of the reach of poor people in the US and abroad)

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Kristina Bain

Derek Gendvil

July 3, 2008 3:32 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Thank you for your time.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Derek Gendvil

Jeffrey Plate

July 3, 2008 3:32 PM

Chairman William Kovacic

Subject: Please update Green Guides to cover ethanol advertising

Dear Chairman Kovacic,

As the FTC reviews its "Green Guides" for environmental marketing and advertising, I hope that you will look closely at the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Advertisements for ethanol as a (supposedly) green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline -- in addition to its repercussions for the global food supply and food prices.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jeffrey Plate

Eugene Gorrin

July 3, 2008 3:31 PM

Chairman William Kovacic

Subject: Green Guides Should Address Ethanol Advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I respectfully request that you review the marketing of today's corn-based ethanol and so-called "Flex Fuel" ethanol or gasoline powered vehicles ("FFVs").

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Eugene Gorrin

Stephanie B. Mory

July 3, 2008 3:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. We should be looking for sustainable and green sources of energy to slow and than stop global warming. Ethanol is not that energy source. It does not combat global warming and it also raises food prices. Farmers are now raising corn for ethanol production instead of food which is hurting people when they buy food. Let's find other bio-fuel sources that don't affect the atmosphere and the price of food.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Stephanie B. Mory

Katherine Gould-Martin

July 3, 2008 3:31 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

This is an issue that has not received enough attention. Biofuels can be an important part of the mix, but they needn't use food crops and they needn't be as polluting as gasoline. Only with lifecycle analysis can the real heroes of the biofuels be identified.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Katherine Gould-Martin

Laurel Burik

July 3, 2008 3:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We have alternative technology - stop suppressing it!

?Outside-the-Box? Technologies, Their Critical Role Concerning Environmental Trends,
and the Unnecessary Energy Crisis

Briefing Papers Prepared For:

The U.S. Senate Environment and Public Works Committee held on Oct. 18, 2000

<http://epw.senate.gov/107th/loder.htm>

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Laurel Burik

Marc Lapin

July 3, 2008 3:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). The source of the ethanol is of key importance to that fuels environmental impacts. As you may know, ethanol produced from corn grain is just about the worst way to make ethanol, from an energetic and carbon-footprint perspective.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Marc Lapin

Daniel Quinn

July 3, 2008 3:30 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

THANK YOU FOR REVIEWING THESE IMPORTANT STANDARDS. FUELS MUST BE AN IMPORTANT PART OF THE MIX.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Daniel Quinn

Misha Cohen

July 3, 2008 3:28 PM

Chairman William Kovacic

Subject: Ethanol is not a viable solution

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of any kind of ethanol for fuel and so called "Flex Fuel" vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. First of all, there is evidence in a recent Stanford University study that Ethanol is as bad or worse than gasoline in terms of pollution.

Second of all, there is not much evidence that Ethanol is better than gasoline in terms of CO2 pollution. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Information we provide the public (and in fact farmers, gas station owners, and other people investing in Ethanol) information on this, it should be honest.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Misha Cohen

Peggy Malnati

July 3, 2008 3:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

I have leased/owned 2 Ford Explorer Sport-Trac flex-fuel vehicles over the past 3 years. I was convinced to buy the second vehicle when the first vehicle's lease ran out precisely because it could run on ethanol. I have been running E-85 fuel whenever it was available. Now I am learning that ethanol - far from being the greener alternative - may not only contribute to MORE greenhouse gases, but (thanks to diversion of corn and soy from human and animal feed) is also responsible for pushing up food prices around the world and leading to starvation and food riots.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, apparently are not based on sound science but rather are more examples of corporate GREENWASHING. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Peggy Malnati

Quilla Miralia

July 3, 2008 3:28 PM

Chairman William Kovacic

Subject: Green Guides should address biofuels

Dear Chairman Kovacic,

The "Green Guides" should address biofuel's, specifically ethanol, total impact on the environment. These fuels may not be as environmentally friendly as their makers market them as being.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Quilla Miralia

Graeme Blake

July 3, 2008 3:28 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. One must also take into account the fact that every acre used for corn or another crop used to produce biofuels is one that cannot be used for food production. It seems as if everyone is hunting for a simple answer as to how to supply our energy needs; unfortunately there is none. We must use multiple approaches to ensure that we have the energy we need. In this quest, conservation should play a major part.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Graeme Blake

Edward Vertigo

July 3, 2008 3:27 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. When issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

(On a side note, the rising cost of corn could have a disasterous effect on food prices, causing a negative chain reaction throughout the country.)

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Edward Vertigo

Nicole Jordan

July 3, 2008 3:27 PM

Chairman William Kovacic

Subject: URGENT: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I am writing as a voting U.S. citizen who is concerned about our country's -- and the world's -- environment. As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nicole Jordan

Martha Kirby

July 3, 2008 3:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

There has been an explosion of environmental advertising of ethanol as a green alternative to gasoline. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science.

The American public needs to know that corn ethanol production could increase global warming pollution over today's gasoline, after issues like fertilizer use, energy for processing, and land use are taken into account.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Martha Kirby

Nicole Montesano

July 3, 2008 3:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Diverting corn from food to fuel is also contributing to food shortages around the world, a horrifying consequence that absolutely must be ended.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nicole Montesano

Stewart Anderson

July 3, 2008 3:26 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

This is a pivotal moment in our history. Given our greed-based economic system, it can be expected that companies will manipulate the pro-green sentiment to generate profit. Please resist this pressure, and help us move forward in a scientifically-sound manner, for our children's sake.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Stewart Anderson

Sarah Adamson

July 3, 2008 3:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

They know that many other plants can be used to produce ethanol that take much less fertilizers and don't take usable food out of the world market, Why are these not being stongly urged as a much smarter environmental source??

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Sarah Adamson

James Chirillo

July 3, 2008 3:24 PM

Chairman William Kovacic

Subject: Green Guides SHOULD ADDRESS ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
James Chirillo

Tom Shinault

July 3, 2008 3:24 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

May I please have a moment of your time?? As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Tom Shinault

Amy Horwitz

July 3, 2008 3:24 PM

Chairman William Kovacic

Subject: Green Guides: include ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Amy Horwitz

Erin Harris

July 3, 2008 3:22 PM

Chairman William Kovacic

Subject: Green Guides should address deceptive ethanol advertising

Dear Chairman Kovacic,

Advertisements touting ethanol as a green alternative to gasoline have exploded recently - - for instance, General Motors' "Live Green, Go Yellow" campaign. Sadly, these are NOT based on sound science. When fertilizer use, energy for processing and land use are taken into account, current corn ethanol actually increases global warming pollution, compared to today's gasoline.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Erin Harris

Jessica Richter

July 3, 2008 3:22 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

It does not help the environment, industry, or the economy--not to mention future generations--to step out of the frying pan and into the fire. There is a chance to use ethanol to reduce global warming and dependence on foreign oil. Whatever we do in this country needs to be based on sound science--not special interests.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Jessica Richter

Bob Schilling

July 3, 2008 3:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I urge you to correct these misrepresentations. We need real solutions, not placations. Allowing companies to disregard the actual production costs of an alternative fuel serves to confuse real solutions with sales hype.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Bob Schilling

Beatriz Ferguson

July 3, 2008 3:21 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

My husband and I are very concerned that alas corn-based ethanol is very far from being the environmentally wise alternative car fuel its proponents claim it to be.

Therefore we urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) and to make adjustments, based on the best available science, to the the Commission's "Green Guides".

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Beatriz Ferguson

Susan Babbitt

July 3, 2008 3:20 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Susan Babbitt

Karen Krogh

July 3, 2008 3:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Please do not allow the marketing and advertising of ethanol as an environmentally sound energy source.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Karen Krogh

Chris Casper

July 3, 2008 3:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Americans who believe this is a solution must know that in truth it is NOT and is causing more harm than good. We need an honest conversation about this!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Chris Casper

David Landskov

July 3, 2008 3:17 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production increases the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
David Landskov

Michael Klingman

July 3, 2008 3:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We can not afford to exchange one form of wasteful and short-sighted energy policy with another, no matter how politically expedient it might be in the short term.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Michael Klingman

Laurel Friedmann

July 3, 2008 3:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

While New Jersey is not a prime target for ethanol consumption, the state is an essential part of the transportation pipeline for fuel products on the East Coast. The people of New Jersey are historically actively involved in issues regarding the environment and try to make informed decisions. Your concern and attention to this glut of misinformation is greatly appreciated.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Laurel Friedmann

Fred Harris

July 3, 2008 3:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Why don't we convert to sugar cane for ethanol, like Brazil. Is it because the corn lobbyists are preventing it?

Keep corn production for a food source, and pay farmers to grow sugar cane, instead of paying them NOT to grow crops!!!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Fred Harris

Robert Kabchef

July 3, 2008 3:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. With the way things are going, I see farmers being the next "Big Oil" - getting rich from inflated prices and subsidies and whining about how they're having a tough time of it!

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Kabchef

Perry Thomas

July 3, 2008 3:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol honestly and completely

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, please review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Perry Thomas

Mary Arlin

July 3, 2008 3:16 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Moreover, there is some evidence that the pollution from ethanol is greater than from gasoline.

Finally, what is more important: food or fuel? By insisting on corn-based ethanol, corn destined for food is being diverted to fuel; land set aside for conservation is being removed so farmers can grow more corn for fuel; we are driving up the price of food and increasing the level of poverty in this country and abroad.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mary Arlin

Joel Welty

July 3, 2008 3:14 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

We must use some intelligence when shifting from fossil fuels to green fuels. Our choices must truly effect a scientific knowledge of the whole process we adopt.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Joel Welty

Gail Stewart

July 3, 2008 3:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

I'm aware there are other sources of ethanol that have fewer drawbacks than corn ethanol. Our huge dependence on corn/soybean monoculture is dangerous, and I would appreciate your attention to the claims being made for this green giant who at this point is not all that jolly.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Gail Stewart

Nancy Kassim Farran

July 3, 2008 3:13 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Need to have alternatives in general is the answer. Other bio-fuels not just corn such as switch grass need to be looked at more closely. WE NEED TRUTH not MARKETING.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Nancy Kassim Farran

Eric Zuesse

July 3, 2008 3:11 PM

Chairman William Kovacic

Subject: Please Oppose Ethanol

Dear Chairman Kovacic,

Please strongly oppose ethanol subsidies.

When fertilizer use, water use, energy consumption, and land use, are taken into account, corn ethanol production increases global warming pollution far more than does gasoline.

Please resist the extremely dangerous and deceptive ethanol lobby.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Eric Zuesse

Mallika Henry

July 3, 2008 3:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs) as the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising.

Enthusiastic but unscientific environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Mallika Henry

Judith Moffett

July 3, 2008 3:11 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

I first learned about the drawbacks of ethanol by watching, of all things, "The West Wing." The writers had done their research, and they used the candidates' stated views on ethanol at the Iowa Caucuses and an effective plot driver. The Democratic candidate knew it took about as much gas to produce an equivalent quantity of ethanol, and that ethanol was no solution to the energy crisis, but he caved and told the Iowa farmers what they wanted to hear. The Republican candidate couldn't bring himself to do that, and got drummed right out of the running as a result. That was a great show for exploring complex issues through dramatic situations, sugar-coating the pill and teaching people things they needed to learn.

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs). I urge you to learn the same lesson I learned from Jimmy Smits and Alan Alda.

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Judith Moffett

Lynda Hendrell

July 3, 2008 3:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline. Ethanol is NOT the answer, and it should NOT be deceptively marketed as such.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Lynda Hendrell

Dayton Adams

July 3, 2008 3:10 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

We can do better, and I urge you to take action to give us more accurate advertising.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Dayton Adams

Patti Wright

July 3, 2008 3:07 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol for gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are NOT based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an INCREASE in the production of global warming pollution over today's gasoline. And there is also a connection to the food shortage in the world today. Farmers should be growing and harvesting corn to feed people -- not cars and our addiction to them.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Patti Wright

Robert Phillips

July 17, 2008 12:05 PM

Chairman William Kovacic

Subject: Green Guides should address ethanol advertising

Dear Chairman Kovacic,

As the Federal Trade Commission reviews its "Green Guides" for environmental marketing and advertising, I urge you to review the marketing of today's corn-based ethanol and so called "Flex Fuel" ethanol or gasoline powered vehicles (FFVs).

Environmental advertisements for ethanol as a green alternative to gasoline have exploded recently. These green-marketing techniques, such as General Motors' "Live Green, Go Yellow" campaign, are not based on sound science. Indeed, when issues like fertilizer use, energy for processing, and land use are taken into account, current corn ethanol production could actually represent an increase in the production of global warming pollution over today's gasoline.

Given that transportation accounts for nearly 40 percent of the total global warming pollution produced by the United States, ensuring that consumers are getting the appropriate information to make sound choices is crucial. For this reason, the FTC should conduct its next public meeting on the environmental marketing of today's ethanol, and make adjustments to the "Green Guides" based on the best available science.

Sincerely,
Robert Phillips

Additional commenters who submitted an exact copy of the letter on page 1338:

, Dorisse
Aamot, Christopher
Aanes, Audrey
Aaron, Frank
Aaron, Mark
Abajian, M.D., Jerald
Abate, Andrew
abba, francis
Abbett, Terri
Abbott, Calvin
Abbott, Caroline
Abbott, Joshua
Abbott, Lawrence
Abbott, Wendi
Abel, David
Abel, John
Abel, Louis
Abel, Marjorie
Abel, Ruth
Abeles, Deborah
abernathy, shannon
Abraham, Sneha
Abrahamson, Carl
Abramczyk, Eva
Abramowitz, Barbara
Abrams, Elizabeth
ABRAMS, MICHAEL P
abramsky, carol
Accettola, Jenn
Acerro, Theresa
Acevedo, Conrado
Acevedo, Marcelo
Acevedo, N.K.
Acfalle, Michael
Achberger, Karen R.
Ackerman, Laura
Ackerman, Rachelle
Ackler, Sandra
Ackley, April
Acosta, Josilda
Acosta, Roxanne
Acuzzo, Richard
Adame, Mark
Adams, Brett

Adams, Cynthia
Adams, Dolores
Adams, J. Stephen
Adams, Jacob
Adams, Joan
Adams, John
Adams, Kelly
adams, lorraine
Adams, Samandi
Adams, Spencer
Adams, Susan
Adams, Traci
Adamson, Diane
Adams-Welch, Koren
adasmki, kathleen v
Adato, Albert
Adcock, James
Addis, Kelly
Addison, M.
Addison, Sue
Adelona, Ebun
Ader, Jim
Adjutant, Robert
Adkins, Julia
adkison, steven
Adkisson, Holly
Adkisson, Tom
Adler, C
Adler, Ken
Adler, Michael
Adomaitis, Colleen
Adrade, Robert
Adrian, Lee
Adshead, Ph.D., Francis
Aeschliman, Daniel
Afentoulis, Michael
Afflack, Terrence
Agen, Nancy
Ager, William
Agey, Don
Agnew, Jason
Agranoff, Ann
Agren, Elizabeth
Aguero, Mario
Aha, John & Donna
Aha, Julie

Ahlborg, Marcia
Ahmad, Regina-Celeste
Ahring, Tracey
Ahumada, Leo
Aikey, Dianne
Ainsley, Brian
Ainsworth, Terri
Airoidi, Michael
Aitken, Gloria
Akeley, Roger
Akerib, Manasseh
akhavan, marjan
Akins, Joyce
Alagammai, Andrea
Alaggio, Patrick
Alama, Pauline
Alban, Veda and Richar
Albano, Peter
Albee, Lori
Albers, Bob
Albers, Caren & Robert
Albert, Shan
Alberti, Ken
Albertson, Glen
Albertson, Maurice
Albertus, Jeanne
Alberty, Ron
Albin, Anne
Albin, Woodrow
Albott, Cristina
Albrecht, Ann
Albrecht, Lonnie
Albrecht, Paul
Albritton, Adriana
Albro, Douglas
Alden, Diane
Alderfer, JoAnne
Aldrich, Brad
Aldrich, William
Alejandro, Patricia
Alessi, John
Alex, Sheela
Alexander, Amy
Alexander, Eleanor
Alexander, Elizabeth
Alexander, Inge

Alexander, J.
Alexander, Jennifer
Alexander, Kathy
Alexander, Maitland
Alexander, Margo
Alexander, Mary
Alexander, Nancy
Alexander, Neil
Alexander, Paul & Lynn
Alexander, Tiffany
Alexander, Ph.D., Mary
Alexander-Brown, Karen
Alexandre, Charlotte
Alexis, November
alexopoulos, Jane
Alfano, Mario
Alford, John
Alger, Charles
Algiers, Karen
Alianiello, Gina
Alire, Wilifred
Alish-TaSen, Stephen
alkins, william
Allaire, Neil
Allan, Sam
Allard, Gary
allbright, sharon
Allen, Benjamin
allen, c. e.
Allen, Carolyn
Allen, Frances
Allen, Gerry
allen, katherine
Allen, Kimberly
Allen, Linda
Allen, Mindy
Allen, Richard
Allen, SO
Allen, Steven
Allen, Sundra R
Allen, Timothy
Allen, Vinit
Allen-Tawes, Linda
Allgaier, Virginia
alliman, angelique
Allison, Vivian

Allmen, Erica
Allocco, Marcia
Allor, Billie
Allphin, Nylen
Allred, Frances
Allrud, Sydney
Almand, Sandra
Almberg, Leslie
Alon, Jan-Paul
Alpern, Esther Lee
Alpers, Robert
Alpert, Daniel
Alpert, Steven
Al-Sabban, Shadia
Al-Shamma, Nabeel
alston, ann
Altman, Allen
ALTSCHUL, STEPHAN
Altschuler, Evi
Altshuld, Steve
Alvarez, Linda
Alves, Raina
Alwin, Abigail
Amanullah, Angela
Amato, Julie
Amaya, Janelle
Amberge, Sarah
Ambrose, Adam
Ambrose, Perry
Ambroziak, Marlene
Amdahl, Erv
Amel, Dean
Amend, andrea
Amend, Richard
Ames, Diane
Ames, Paul
Ames, Paul
Amidei, Sheila
Amiran, Minda
Ammarell, Gene
Amodio, Richard
Amos, India
Amos, Ron
Amoss, Margaret
Amrhein, Paul
Amsden, Liz

Amsler, Rolf
Ananda, Marget
Anania, Dale
Ancel, Joseph
Anches, Eric
Anda, Eva
Andberg, Katrina
Anderholm, Jon
Andersen, Denise
Andersen, Dennis
Andersen, Emily
Andersen, Peter & Sarah
Anderson, Amy
Anderson, Bette
Anderson, Carole
Anderson, Chad
Anderson, Charles D.
Anderson, Clifford
Anderson, Constance
Anderson, David
Anderson, Diane
Anderson, Eileen
Anderson, Elizabeth
Anderson, Erica
Anderson, Eva Renee
Anderson, GInger
ANDERSON, HELEN
Anderson, Jenn
Anderson, Jennifer
Anderson, Jerid
Anderson, John H.
Anderson, Johnathon
Anderson, Karen
Anderson, Karen
Anderson, Karin
Anderson, Katherine
Anderson, Linda
Anderson, Lynn
anderson, m
Anderson, Marc
Anderson, Marcia
anderson, marilyn
Anderson, Mark
anderson, mary
Anderson, Michael
Anderson, Morgan

Anderson, Patricia
Anderson, Rhonda
Anderson, Robert
Anderson, Ruth
Anderson, Shel
Anderson, Steven
Anderson-Orr, Randy
Anderssen, Saliane
Ando, Kaz
Andrade, Chris
Andrade, Dean
Andrade, Paul
Andreassi, George
Andresen, Sherry
Andrews, Frank G.
Andrews, James
Andrews, Josh
Andrews, Michael
andrews, mikael
Andrews, Nathalie
Andrews, Robert
Andrews, Wayne
Angel, Brian
Angelo, Carlo
Angelo, James
Angelone, Jennifer
Angelone, Michael
Angelus, Joshua
angermeier, kate
Angermeier, Louise
Angotti, Kathleen
anixter, shelley
Anne, S.
Anonymous
Ansell, Martin
Anshutz, Loretta
Antal, Marie C
Anthony, Elizabeth
Anthony, Leonor
Anthony, Paul
Anthony, Robert
Anthony-Benavides, Erica
Anuci, John
Anyzek, Bernadette
Apicella, Scott
Apkarian, Jennifer

Appell, Helen
Appell, Stephen
Applegate, Susan
Aqua, Bobbi
Aquinas, Malcolm
Arago, Marybeth
Aram, Susaan
Aranita, Rosita
Arauz, Jorge
Arbour, Stephen
Archambault, Caitlin
Archambault, Randy
Archbold, Michael
Archer, E. James
Archev, Sheri
Arcure, Anthony
Arden, Brigitta
Ardrey, Barbara
Arellanes, Kelly
Arend, Skylar
Arendes, Carine
Arguedas, Andrew
Ariowitsch, Monica
Arismendy, Armando
Arist, Phyllis
Arlen, Barbara
Armentrout, Jill
Armer, Joan/Paul
Armin, Andrea
Armistead, Katie
Armitage, Kevin
Armstead, Betty
armstrong, alice
Armstrong, Desmond
Armstrong, Marilee
Armstrong, Patricia
Armstrong, Sylvie
Armstrong, Thomas
Armstrong, Thomas
Armstrong, William
Arneman, Gail
Arneson, Peter
Arnold, Clarence
Arnold, Diane
Arnold, Frank
Arnold, Frank

Arnold, Howard
Arnold, Kathie
Arnold, Seda
Arnoldi, Sharon
Aron, lore
Arp-Adams, Heidi
Arrigale, Lawrence M.
Arrindell, Richard
Arrington, Timothy
Arroyo, Albert
Arruda, Jennifer
arslanian, christine
Artin, Thomas
Artis, Mark
arvia, janet
Asaro, Heather
Asbee, Donald
Asbury, Craig Lee
Aschettino, Michael
Ashe, Jonathan
Ashe, Ken
Ashelford, Elsa
Ashley, Hope
Ashley, Justina
ashley, lori
ashman, charles
Ashton, Elyse
Aslam, Nayeem
Asmus, Brenda
Asmus, Sigrid
Asselin, David
assil, david
Atcherson, Olivia
atchick, asher
Aten, Cynthia
Ater, Jonathan and Deanne
Athanas, Nancy
Athanassiou, Alexandra
Athens, Kristy
Atkins, Adrienne
Atkins, Laura
Atkinson, Bruce
atkinson, cheryl
Atkinson, Robert
Atkinson, S
Atkinson, Virginia

Atkison, William
Atterholt, Judy
Atwood, April
Atwood, Beverly
atwood, kym
Aubrey, Bertrand
Auch, Ted
AuCoin, Susan
Audet, Louis
Audette, Gracious
Auerbach, Sheldon
Auerbach. M.D., James A.
auger, adrien
august, priscilla
Auld, Lauren
Aulenbacher, Dennis
Aurand, Deneen
Auslander, Adam
Ausman, Candi
Austin, Connie
Austin, Gregory
Austin, Linda
Austin-Small, Lindsey
AVELLA, FRANK
Avery, Roger
AVIANI, JOHN
Axelbank, Jeffrey
axford, sarah
Axley, Roderick
Ayala, Andrea
Aydin, Fatima
Ayer, Jude
Ayers, Ann
Ayers, Nan
Ayres, Joseph
azam, faisal
Azelski, Caroline
Azevedo, Larry
B, Brandy
b, w
B, W.
Babcock, Ruth
Babin, Barbara
Babinchok, Phaydra
Babore, Jill
Babst, Christa

Babst, Christina
Babst, Christina
Babyak, Nicole
Baccus, Kathy
Bacher, Dan
Bachhuber, Stephen
Bachman, Jerald
Bachofen, Joe
Bachrach, Miryam
Bachta, Edward
Bachta, Karen
Bacinski, Peter
Back, Floyd
Backlund, John
Backman, Ariel
bacon, nicholas
Badash, Lawrence
Badger, Norman
badger, terry
Baechle, Mary
Baehr, Barbara
Baer, Ted
Baert, Paul
Baetzhald, Michael
Bafik-Vehslage, Michelle
bagatta, joanna
Baggs, Bo
Bagiensi, Veronica
Bagnall, Harriet
Bagnall, Laird
Bagnall, Laura
Bagwell, Edward
Bagwell, Hayley
Bagwell, Mary
Bahamon, Ramiro
Bahler, Shannon
Bail, Christopher
Bail, Lisa
Bailey, Gerald
Bailey, Lee
Bailey, Lisa
Bailey, MaryE
bailey, nick
Bailey, Patricia
Bailey, Sean
Bailey, Sharon

Bailey, Shirley
Bailey, Soraya
Baime, Mark A.
Bain, Clifton
Bajaj, Sanjiv
Bajaj, Sonali
Baker, Arlene
Baker, Barbara
baker, carol
Baker, David
Baker, Emily Murdock
Baker, Judy
baker, kathleen
Baker, Norman
Baker, Philip
Baker, Rachel
Baker, Richard
Baker, Robert
Baker, Roberta
Baker, Ruth
Baker, Sara W.
Baker, Scott
Baker, Scott
Baker, Sonia
Baker, Stacey
Baker, Stanley R.
Baker, Tom
Baker-Smith, Geritt and Elizabeth
Bakken, Howard
Balboa, Alex
Balch, Jack
Balcomb, Stuart
balder, james
balder, wendy
Baldrige, D. Bouton
Baldwin, Candice
Baldwin, Deborah
BALDWIN, Lorraine
Baldwin, Peggy
Baldwin, Theresa
Bales, Bruce
bales, sushila
Ball, Daryl
Ball, Erik
Ball, H.
Ball, J

Ball, Julien
Ball, Monica
Ball, Susan
Ballance, Jackie
Ballantyne, B.J. and Harry
Ballard, Eileen
Ballard, Jean
Ballard, Margaret
Ballata, Phyllis
Ballator, Nada
Ballenger, Patricia
Balluff, Francis
balluff, maureen
Balmes, Kenneth
Balog, Denise
Balskus, Karla
Balsley, David
Baltazar, Martin
Baltimore, Sol
baltz, james
Banales, Daniel
Bandell, K.
Bander, Tom
Banfield, David
Banik, Lisa M.
Banks, Jerry
Banks, Mary Jo
Banks, Mike
Banks, Wesley
Banner, Gideon
Bannigan, Tom
Bannister, Julie
Bannister, Susan
Bannister, Tamara
Banos, Stan
Banquer, Earl
Bantz, Steven
BAPTIST, JEREMY
baran, chester
Baranowski, Janice
Barbee, Matthew
Barbehenn, Elizabeth
Barber, David W.
BARBER, JANET
Barber, Marilyn
Barbosa, Mathew

Barbour, Sharon
Barboza, Juan P
Barcilon, Danielle
Bard, David
Bard, Michael
Barden, Elaine
Bardsley, Alta
Bare, Alan
Barella, Frank
Barfield, Ellen E
Barfield, John
Barg, James
Barger, Bill
Bariso, Melinda
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Barkan, Ed
Barker, B.L.
Barker, Mary Lee
Barker, Rebecca A.
Barker, Robert
Barkley, Patricia
Barkley, Richard
Barkwell, Brian
barley, jessica
Barlow, Margery
Barlow, Sarah
Barlow, Tim
Barnes, Brad
Barnes, James
Barnes, Jill
Barnes, Lynn
Barnett, David
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Barnett, Erica
Barnett, Howard
Barnett, Julie
Barnett, Lynn
Barnett, Richard
Barnett, Sandra
Barney, Allison
Barney, Lisa
Barnhart, maryann
Baron, Geraldine
baron, Heather
Barr, Alison
barr, billy

Barr, Bob
Barr, Jacquelyn
Barr, Jesse
Barr, Michael
Barratt, Kenneth
Barrett, Ange
Barrett, April
Barrett, Delia
Barrett, Emily
Barrett, Jack
Barrett, James
Barrett, James
Barrett, James
Barrett, Michael
Barrett, Millie
Barrington, Tim
Barrows, Steven
Barrs, Sarah
Barry, Bruce
Barry, Debra
Barry, Dwight
Barry, Kevin
Barry, vincent
Barstow, Janet
Bartasavich, Madonna
Bartell, Frank
Bartels, John
Barth, Donald
Barthel, Carolyn C.
Barthen, william
Bartkewicz, Daniel
bartlett, mary
Bartlett, Randy
Bartlett, Richard
Bartlett, Robert
Bartol, Nick
Bartoldus, Theresa
Bartoletti, Charles
Barton, Angela
Barton, Retha
bartos, jim
Bartoy, Kevin
barwig, juliana
Basaj, Barbara
Basalla, Leslie
Base, Julie

Baseheart, Ed
Bashaw, Douglas
bashen, melinda
Baskauf, Carol
Baskett, Jason
Baskin, Eva
Basnar, Lee
Bass, Alexa
Bass, Darlene
bass, james
Bass, Joyce
Bassett, John
Bassett, Roger
Bassett, Susan
Bassoff, Trina
bastean, angela
Bastron, Malcolm
Batcha, Frank
Bates, Chris
Bates, David
Bates, Gordon
Bates, Michael and JoAnne
Bates, Peter
Bates, Robyn
Bates, Stephanie
Bates, Terry
Batovsky, Natalie
Batson, Scott
Batson, Steven
Battaglia, Alisa
Battaglia, Marc
Battaglia, Tony
Battis III, Laurens
Batty, David H and Betty
Batty, Marysia
Baty, Jonathan
Bauchau, Mijanou
Bauchner, Burton
Baudouine, David
Bauer, Barbara
bauer, bruce
Bauer, Karen
Bauer, Louis
Bauer, Louis
bauereiss, joan
Baum, Christina

Bauman, Bob
Bauman, Elizabeth
Baumgarten, Linda
Baumslag, Mary K
baumwoll, judy
Baurer, Allie
Baurer, Fred
Bausch, Robert
Bautista, Janet
Baxter, Donna
Baxter, Jeanne-Marie
Baxter, Joslyn
Bayless, Pamela
Baylin, Frank
Bayon, Mauricio
Bayona, Leticia
Bazan, S. Nicole
Bazluke, John
Bea, Gary
Beachly, Diane
Beagen, Marion
Beal, Richard
Beale, Jr., Howard K.
Beall, Dennis
beam, david
Beam, Nancy
Bean, Dave
Bean, Irene
Bear, Rhonda
Beard, Laurel
Beard, Robert
Beard, Robert
Beardsley, Curtis
Beatini, Tom
Beatrice, Steven
Beattie, Jane
Beatty, Diane
Beaubien, Keeta
Beauchamp, Jerry
Beaulaurier, Lisa
BEAUMONT, CATHERINE
Beauregard, Carol
Bezley, Roy
beccaloni, richard
Becher, Ellie
Bechtel, Paul & Cathy

Bechtel, Theresa
Beck, Margaret
Beck, Terrell
Becker, Anna
Becker, Bob
Becker, Christopher
Becker, Elaine
Becker, Joyce
Becker, Judith
Becker, Lois S.
Becker, Lucille
Becker, Rochelle
BECKER, STANLEY
Beckhart, Gordon
Beckman, Cherie
Beckwith, Andrew
Beckwith, Blane
Bedient, Gwen
Bedinger, Laura
Bednarczyk, Richard
Bedrick, Jeffrey
beebe, phyllis
Beeber, Carla
Beech, Kenneth
Beek, Jean
Beekman, George
Beeler, Meg
Beeler, Sims
Beels, Christian
Beemer, Rob
beep, brenda
Beerheide, Erna
Beers, Nancy
Beese, Bob
beetham, g
Behnke, Jeffrey
behra, martine
Behrens, Charles
Behrens, Christine
Behrens, Joanna
Behrens, Penelope
beidler, marilyn
Beimer, Suzanne
Beitko, Michelle
Bek, mark
Beketova, Olga

Belanger, Greg
belcastro, frank
belcastro, sarah-marie
Belcher, Edith
Belcher, Ruta
belia, megan
belinoff, deanne
Belk, Lori
Belknap, Robert
Belknap, William
Bell, Anthony
Bell, Donna
Bell, James
Bell, Jim
Bell, Lorin
Bell, Peter
Bell, Reid
Bell, Richard
Bell, Sandy
bell, shirley
Bellak, Andrew
Bellamy, W. Dexter
Bellarmino, Sal
Bellin, Amy
Bellin, Fran
Bellin, Peter
Bellis, Krista
Belliveau, Dan
Bellizzi, Chris
beloso-curiel, jorge
belmares, ricardo
Belmont, Elisha
Belovich, Vincent
belt, rob
Belvill, Debra
Belvin, Jacob
belz, elizabeth
Bemis, Leslie
Ben-Ari, Martin
Bender, Ed
bender, jack
Bender, Michael
Bendroth, Norman
Benedetti, Michael
benedetto, lynda
Benedick, Ron

Beneke, Paula
Benesch, Walter
Benet-Davis, P.J.
Benfante, Frank
Bengston, Lynn
Benigni, Carol
Benincasa, Terri
benjamin, carol
benkendorf, gudrun
Benkula, Jan
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Bennett, Bruce
Bennett, Charlene
Bennett, David
Bennett, Douglas
Bennett, Edgar
Bennett, Edward
Bennett, Frank
Bennett, Jessica
Bennett, Kristina
Bennett, Maris
Bennett, Mark
Bennett, Matthew
Bennett, Michael
Bennett, Paul
Bennett, Regina
Bennigson, Barbara
Benoit, Hugo
Benoit, Ken
Benschoter, John
Benshoof, Tina
Benson, Barbara
Benson, Chuck
Benson, Gayle
Benson, Richard
Bent, Gary
Benthall, Brian
Bentley, Karen
Benton, Andrew
Benton, Kathy
Benton., C E
Benward, Patricia
Benya, Diane
Benz, Marsha
Bequeaith, David
Beram, Eleanor

Berberich, Jason
Berezansky, Nick
Berg, Doug
Berg, Elaine
Berg, Kimberly
Berg, Len
Berg, Ricardo
Bergamini, Rex
Berge, Brent
Berger, Bernard
Berger, Nina
berger, sandy
Berger, Steven
Bergeron, Jeanene
Bergesen, Joseph
Berggren, Nancy
Berggren, Richard
Berghofer, Richard
bergins, alex
Bergman, Jay
Bergweiler, Chris
Berkeley, Carol
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Berkoski, Lara
Berkowitz, Sidney
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Berlant, Rebecca
Berlinger, Julio
Berlinski, Michael
Berman, Billie Anne
Berman, Elizabeth
Berman, Juliann
Berman, Rebecca
Berman, Steve
Bermingham, Bryce
Bernal, Virginia
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Bernard, Kate
Bernardeau, C.
Bernardo, Jennifer
Berne, David
berner, jerome
Berner, Sydney
Bernhardt, Karen
Bernhardt, Margie
Bernhardt, Mike

Bernstein, Arthur
Bernstein, Gina
Bernstein, Laura
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Bernstein, Scott
berreman, george
Berrigan, Mary
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Berry, Ann
Berry, Joyce
Berry, Paul
Bertetta, Thomas
Berti, Ron
Bertola, Lisa
Bertram, J.R.
Bertrand, Marie
Bertucci, Sarah
Berzins, Ieva
Beschenbossel, Victoria
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Bесcript, Ruth
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Best, Paul
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Bettles, James
Bettmann, Joanna
Betts, Carol
Beuchat, Carol
Beugless, Virginia
Beuth, Kelly
Beverly, Brent
Beverly, Mary
Bevilacqua, Elaine
Bevis, Brooke
Beyea, Deborah
Bezella, Andrew
Bhakta, Chirag
Bialy, Carol
BIASCO, KEN
Bibayoff, Larry
Bibuld, Jerome
Bichl, Fred
Bickel, Bettina
Bickel, Kenneth
Bickers, Kevin
Bickford, James

Bidigare, Nancy
Bidleman, Carl
Bidwell, John
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Biegner, Gerrie
Bielaus, Edward
Biernacki, Loriliai
Bieth, Jennifer
bigelow, tacy
Bigelow, Victoria
Bigger, Carolyn
Biggerstaff, Carr
Bigley, Kim
Bilecki, Michael
Bill, David
bill, marion
Billetdeaux, Bob
Billings, Marilyn
Billings, Robbie
Billingsley, Frederick
Billington, Francis Grey Wo
Billiris, Georgii
Bills, Barbara
Bilodeau, Kathy
Bilson, Barbara
bilyj, justin
Bindrich, Glen
Bir, Mark
Birch, Beatrice
Bircumshaw, Kristie
Bird, Kenneth
Bird, Susan
Birdwell, Walter
Birenberg, Lori
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Bisceglia, Rev. Stephanie
Bischoff, Clarence
Bischoff, Janet
Biser, David
Bishop, Colin
Bishop, Cori
Bishop, John
Bishop, Lynn
Bishop, Melissa
Bishop, Scott
Bishop, Susan

Bishop, William
Bissell, LeClair
Bissett, Lawrence
Bisson, Robert
Bissonnette, Rick
bissonnette, rooni
Bitler, Barbara
Bittinger, Jill D.
Bittner, Melissa
Bivins, Richard
Bixby, Robert
bixenstine, anita
Bixler, David
Bixler, Simona
Bixter, Pam
Bizoe-Alden, Jaime
Bjelovitic, Alma
Black, Catherine
Black, Chelsea
Black, Dave
Black, Fred
Black, Gary
Black, Janet
Black, Karina
Black, Stephen
Black, Tanya
Black, Teresa
Black-Inman, Jessica
Blackman III, William
Blackman, Leslie
Blackwell, Robert
Blackwood, Jean
Blaesing, William
Blaesing-Thompson, Shawn
Blain, Susan
Blaine, Kelley
Blair, Alexandra
Blair, David
Blair, Diana
Blair, Donna
Blair, McKenzie
Blair, Rick
Blaisdell, Jill
Blaisdell, Larry
Blaisdell, Sally
blaise, sharlane

Blake, Ann
blake, julee
Blake, patricia
Blake, Seana
Blakely, Charity
Blanchard, Chuck
Blanchard, Gary
Blanchard, Larry
Blanchett, Nancy
Blanchett, Rick
Blanchford, Phoebe
Blanco, JC
blanco, mika
Bland, Brian
Blank, Rebecca
Blank, Terry
Blankman, Jeff
Blantz, Jorgina
Blatchford, Judith
Blatchford, Lynd
blau, madaline
Blau, Robert L.
Blaustein, Dorothy
Blaustein, Philip
Blauwet, Lori
Blavin, Eli
Blazek, John
Bleck, Doreen
Bleckinger, Dana
Bleloch, Andrew
Bleu, Roland
Blevins, George
Blier, robin
bliss, diane nehring
Bliss, John
Bliss, Todd
Bloch, Alice
Block, Kelci
Blom, Dick
Blomstrom, Eric
Blond, Ronald
Blood, Mike
Bloom, Charles
Bloom, Claudia
Bloom, Richard
Bloomfield, Donald

Bloss, Emily
blotcher, jay
Blouch, John
blount, susan
Blower, C e
blowers, lee
blue, Madalin
Blum, Jacob
Blum, Marcia
Blumenau, Danna
blumenfeld, jacob
blumenthal, adam
Blumenthal, Dan
Blumenthal, Jabez
Blumenthal, Robert
Blumstein, Edward
Blunt, Christine
Blurton, Robert
Blyveis, Nathan
Boardman, James
Boatwright, Seina
Bobebe, Merrill
Bober, Melanie
Bobko, Brian
Bobrow, Ken
Bobrow, Yssa
bocchinfuso, michael
Boch, Lawrence
Bochantin, Leona
Bochnak, John A.
Bock, Catherine
Bock, Jane
Bock, Oliver
Bode, Patricia
Bodwell, Jenny
Bodwin, Geoffrey
Boehm, Andrea
Boehm, Sigrid
Boettcher, Gail
BOGAEV, ANNE
Bogan, Christine L
Bogan, Robert
Bogardus, Hurley
Bogart, Michael
Bogdan, Chris
Bogen, Myron

Boggeman, Richard
Boggia, Janet
Boggs, Unabelle
Bogolub, Rita
Bohacz, Michael
Bohatkiewicz, Brian
Bohm, Burkhard
Boivin, Penny
Bojo, Jan
Bolden, Susie
Bolden, Thomas
Boldt, Todd
Bolgioni, Rich
Bolin, Meb
Boliver, Emily
Boller, Robert
Bonaparte, Lyzette
Bonar, Mike
Bonard, Michael
Bonasera, Rita
Bondoc, Jose Ricardo
bondurant, barbara
Bondy, Mamie
Bonet, Jr., Mario
Bonetti, Donna
Boniface, Kathryn
Bonilla-Jones, Carmen
Bonin, Donna
Boniske, Kate
BONN, RUTH
Bonne, Stephanie
Bonnell, Angie
bonnett, elizabeth
Bonney, Patty
Bonnheim, Joanna
Bonowicz, Brett Ryan
Bonsaint, Paul J.
Bonta, Marcia
Bonvouloir, A
Book, Joan
Bookheimer, Donna
Boone, Anna
Boone, Lynette
Booth, Amy
Booth, Elaine
Booth, Elizabeth

Booth, Richard
Boothroyd, Perry
Booz, Martha
Boraby, Ali
Borchardt, Roy
Borchardt, Tabitha
Borchers, Margie
Borck, Tom and Lori
Borcz, Bernie
Bordbar, Robert
Bordelon, Jan
Bordine, Ray
borgono, debbie
Bornemann, Michael
Bornemann, Zb
Bornstein, Allan
Bornstein, Ann
Borough, Gemariah
Borowiak, Natasha
Borowitz, Grace and Irving
Borowitz, Sidney
borris, helen
Borrer, Kirsten
Borrowman, Ellen
Borske, Cindy
Borst, Ruth
Bort, Jacqueline
Bosch, Paul
Bose, Purnima
Bosler, Kathryn
Bosone, Joseph
Bossie, Richard
Bostic, Randy
Bostick, Amy
Bostick, Carol
Bostick, Carol S.
Bostock, Vic
Boswell, Thomas H
Bothum, Bob
Botkin, David
bottoms, holly
Bou, Jr., A. John
Bouchard, Bruce
Boucher, michael
Boucher, Tasha
Boudreaux, Adam

Boudreaux, April
Boughton, Thomas
Boulan, Cassidy
Bouley, Lisa
Bounds, Becky
Bourg, Michelle
Bournazian, Jack
Bourne, Marcia
Bourscheidt, Hank
Bouteille, Cyril & Ingrid
Boves, Emily
bowden, margaret
Bowen, Barbara
Bowen, Dane
Bowen, Erik
Bowen, Laura
Bowen, Lynn
Bowen, Susan
Bower, JC
Bowers, Gretchen
Bowers, Jerry
Bowers, Mark
Bowers, Matthew
Bowers, Maureen
Bowers, Solveig
Bowker, J. Kent
Bowles, Cheryl
Bowling, Maria
Bowman, Candy
Bowman, Florine
Bowman, James
Bowman, Jason
Bowman, Kenneth
Bowman, Nan Singh
Bowman, Renae
Bowman, Terri
Bowron, Alice
Bowser, Margery
Bowser, Richard
Bowyer, J Spotswood
Box, T. Frank
BOYCE, ANNE-MARIE
Boyce, Charles
Boyce, Eric
Boyce, Neil
Boyd, Carol

Boyd, Christopher
Boyd, Irene
Boyd, Kingsley
Boyd, Oliver
Boyd, Stan
Boyington, Chuck
Boyle, Dennis
Boyle, Jenny
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Boyles, Glenn
Boyne, Hal
Bracke, Victor
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Bradbeer, Wilma
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Bradford, Ken
BRADFORD, MARY
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bradley, AL
Bradley, Brian S.
Bradley, Charlotte
Bradley, Helga
Bradley, Joan
bradley, katherine
Bradley, Kit
Bradley, Louise
Bradshaw, Mary
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Bradus, Richard
Brady, Geraldine
Brady, Ken
brady, kevin
Brady, Kyle
Brady, Randall
Brady, Sean
Bragg, Dianne
Bragg, Thomas
braggiotti, laura
Bragonier, Emily
Bragonier, Penelope
Brainard, Edward
Braithwaite, Georgia
Brakopp, Evelyn
Bramble, Chad

Brame, David
Brammer, Dorian L.
Bramscher, Paul
Branch, Katherine
Branch, Kyrstin
Branch, Peter
Branch, Steve
Brandariz, Anita
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Brandes, Michael
Brandi, Diana
Brandis, Rushton
Brandon, Paul
Brandt, Kate
Brandt, Nancy
Brannon, Jaime
Branz, Stephen
Brashares, June
BRASS, SUSAN J
Brault, Gene
Braun, Beth
Braun, Jena Sleboda
Braun, Jim
Braun, Lois
Braunlich, Francis
Braverman, Larry
Brawner, Lori
Bray, Kerri
Brazier, John
brazis, chris
Breakey, Sylvia
Breakfield, Sandra
Brebner, Linda
Breckenridge, Thomas
Bredderman, Paul
Bredig, Bernard
Breedon, Richard
Breen, Judith
BREITBACH, LOUIS
Brelin, Paul
Brennan, Dan
Brennan, Denise
Brennan, Eleanor
brennan, ellen
Brennan, Kayla
Brennan, kristen

Brennan, Mattew
Brennan, Noel-Anne
Brennan, Sherman
Brennan, Timothy
Brenneman, Don
Brenner Jr., Geprge
Brenner, George
Brenner, Jared
Brenner, Joe
Brenner, Natasha & Noah
Brenner, Thomas
Brentjens, Vero
Brenza, Tina
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Brett, Barbara J.
breuker, curtis
Brew, Anne
Brewer, Christina
Brewer, Steven
Brewster, Bryan
Brewster, Carol
Brewton, Molly
Brezny, Peter
Brick, Eileen
bridenbaker, christine
Bridgewater, Paul
Brier, Suzanne
Briggs, Annette
Briggs, Craig
Briggs, Jr., William C.
Briggs, Sandra
Brigham, Rick
Brigham, Sara
Bright, Arthur
bright, lisa
bright, ryan
Bright, Susan
Brightbill, Kathryn
Brightman, Darrin
Brighton, Ruth
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Brill, Jerry & Judy
Brill, Lesley
Brillault, Nancy
Brillhart, Clayton
Brimm, Martha

Brink, Tom
Brinker, Debra
Brinker, Erica
Brinkerhoff, Kerry
Brisbin, Mike
Briscoe, Mick
Bristow, Nancy
Britton, Diane
Britton, Kathryn
Britton, Melissa
Britton, Wayne
Broadbent, David
Broadbent, Jerry
brobst, chris
Brocius, Kenneth
Brock, Eric
Brock, Martha
Brockman, Clark and Kacia
Brockway, Christi Michelle
brockway, mary
Brode II, Jerry
Broder, Ronald
Brodley, Flo
brodman, carole
Brodman, Erica
brodscholl, diana
Brody, Neil
Brofman, Peter
Brogden, Penny
Brogden, William
Brokaw, Colleen
Bromer, Peter
Bromer, William
Broncucia Jr., Phil
Bronson, Mariel
Bronson, Michael
Bronstein, Max
Bronzan, Ashley
Brooke, Louise
Brookman, Gerald
Brookover, Robert
Brooks, Ava
Brooks, Barbara
Brooks, Barry
Brooks, Cat
Brooks, Deborah

Brooks, Jerrel
Brooks, Marilyn
Brooks, Patricia
Brooks, Rebecca
Brophy, John
broscious, chuck
Brostrom, Kenneth
Brothers, Barbara
Brothers, Charles
Brotherton, Elizabeth
brotter, mark
Brouillette-Jobe, Sandra
Brower, Candace
Browman, Jean
Brown II, Phillip
Brown, Aaron
Brown, Albert
Brown, Alexa
Brown, Alice
Brown, Babette
Brown, Brenda
Brown, Deb
Brown, Derek
Brown, Elizabeth
Brown, Huntting
Brown, Jan
Brown, Juliana
Brown, Katrina
Brown, Keith
Brown, Lacey
Brown, Lolly
Brown, Louise B.
Brown, Malcolm
Brown, Marge
brown, melissa
Brown, Michael
Brown, Michael
Brown, Nancy
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Brown, Neil
Brown, Nicholas
Brown, Paul
Brown, Phyllis
Brown, Robert
Brown, Robert M.
Brown, Roderick

Brown, Rodgers
Brown, Ron
brown, ronald
Brown, Rose
Brown, Sanford
Brown, Sara
Brown, Scott
Brown, Stanley
Brown, Steve
Brown, Steven
Brown, Susan
brown, t.
Brown, Tamekia
Brown, Teresa
Brown, Timothy
Brown, V. K.
Brown, Wayne
Brown, Wendy
Brown, William
Browne, Philip
Browne, RJ
Brownfield, Harry
Browning, Brenda
Brt, Jon
Brubaker, Angela
Bruce, Edie
Bruce, Margaret
Bruce, Marian
Bruch, Carl W.
Bruckman, Leonard
Bruere, Justin
Bruggeman, Kip
Bruhn, Johann
Bruice, Thomas W
bruning, amy
Brunk, David
Bruno, Robert
Bruno, Rose
Brusen, Lloyd
Brussard, Peter
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Brutsche, Russell
Bruun, James
Bruun, Walter
Bruyn, James
Bry, Don

Bryan, Brynne
Bryan, David
Bryan, Harriet
Bryan, Jamie
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Bryant, Elizabeth
Bryant, Jr., Carleton
Bryant, Karen
Bryant, Karen
Bryant, Nora
Bryant, pam
Bryant, Teresa
Bryenton, Helen
Bryer, Philip
Bryson, Judy
Bubar, Richard
Bubb, Ken and Donna
Bubsey, Julian
BUCCOLA, GILBERT
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Buchan, David
BUCHANAN, JAMES
Buchberger, Gerry
Buchmann, Ken
buchwald, mary
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Buck, Larry
Buck, Marsha
buckland, pam
Buckley, Barbara
Buckley, Kathleen
Buckley, Kimberley
buckman, andrea
Buckner, F. Robert
Buckowski, Thomas
Buckwalter, M.D., David & Mrs. Maggie
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Buddenberg, Brad
buddes, shannon
Budding, Kelley
budowski, Linda
BUDZEN, LEN
Budzien, Colleen
Buechler, Paul

Buehler, Lisa
Buell-Silsbee, Rebecca
Buerk, Jesse
Bufe, Charles
Buffie, Linnea
Buffum, Frank
Bugel, Len
Bugni, James
Buiso, Margi
Bulder, Liedeke
Bulger, Paul
Bullen, Susan
Bulling, Larry
Bullitt-Jonas, Margaret
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Bullotta, Cathy
Buls, Al
Bulygo, Brian
Bumpas, Linda
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Bundy, John F.
Bunner, Jennifer
Bunting, Mary
Buntschuh, Charles
Buonaiuto, John
Buono, Alfred and Dorothy
Buonopane, Carol
Burby, Leslie
Burch, David Paul Xavier
Burch, Heather
Burch, Kristin
Burch, Mary
Burch, NR, MSN, Sharon
BURCHETT, KAREN
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Burdette, Darla
Burdge, Jr., Richard
Burdge, Nancy
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Burger, Ann Catherine
Burgess, Ellen M.
Burgess, Rose
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Burke, Bonnie Margay
Burke, Elizabeth

Burke, Heather
Burke, Janice M.
Burke, Jennifer
Burke, Ken
Burke, Maddie
Burke, Nick
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Burkholtz, Maryann
Burkleo, Joe
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Burnes, Suzanne
Burness, Norman
Burnett, Caryl F.
Burnett, Gerald
Burnett, Joel
Burns, Anthony
Burns, Audrey
Burns, Catherine
Burns, Deborah
Burns, Jodi
Burns, Nancy
Burns, Sharon
Burns-Clair, Pam
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Burnside, Tom
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Burriss, Lonnie
Burrows, Jennifer
Burrows, Matthew
Burrows, Troy
Bursch, Larry
Burt, Alexandra
Burt, Thomas
Burtner, Sarah
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Burton, Dr. Roger
Burton, Pam
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Burton, Timothy
Burton, Vic
Burwell, Julia
Burwinkel, Dan
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Busch, Susan
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Bush, Herbert
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Bush, Nancy M.
Bush, Tori
Buss, Kyle
Busse, Barbara
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Butela, Becky
Butera, Steven
butka, william
Butler, Amanda
Butler, Edward
Butler, Glenelle
Butler, Linda
Butler, Mary
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Butler, rita
Butler, Robert
Butler, Robin
Butt, James
Butterfield, Martha
Butterfly, Nut
buttner, charlene
Buttner, Thomas
Button, Edward
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Butz, Chris
Butza, Michael
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Byers, K. Greg
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Bykowski, Sandy
Bynum, Steve
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Byrd, Joan
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Byrne, Rosemary
Byrnes, Cecelia
Byrnes, Kathleen
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Cabral, Angel
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cadman, susan
Cadol, Sally
Cadora, Eric
Cadot, Andrew
Cady, Beth
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Caffrey, Frank
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Caggiano, Joseph
Cagle, Amanda
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Cahn, Melissa W.
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Calash, Joanne
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Calderin, Ivo
Caldie, Cathy
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Caldwell, Timothy
Calenda, Vincent

Caletti, Robert
Caley, Hugh
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Calhoun, Mimi
Caliguri, Sabina
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Calkins, Matt
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Callahan, John
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Cameron, Guy
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Cameron, Janet
Camin, Linda
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Camp, Rob
Camp, Ryan
Campana, Jean Ann
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Campbell, Benita
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Campbell, Carolyn
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Campbell, Dudley and Candace
Campbell, Grant
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Campbell, Heather
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Campbell, Keir
Campbell, Kevin

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Campbell, Stacey
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Campbell, Ted
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Campion, Arlene
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Campos, Teresa
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Capezzuto, Valerie
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Cappetta, Mark
Caputo, Richard

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Cardiff, Lynn
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Carey, Susan
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Carlson, Cheri
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Carlson, Ravin
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Carr, Brenda
Carr, Deborah

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Carr, Robert
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Carroll-Scott, Amy
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Carson, Cliff
Carson, Rani
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Carter, Jesse
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Cavell, Kathleen
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Chacon, Robert
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Chalkley, Celena
Challacombe, Joanna
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Chamberlain, Debrah
Chamberlain, Jessica
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Chamberlin, Marlene
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Chambers, John
Chambers, Martha
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Champlin, Kit

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Chance II, Thomoas
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Chandler, Steve
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Chang, Patricia
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Chapman, Stephen
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Charette, Jane
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Chase, Norene
Chase-Saiz, Chellee
Chastain, David
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Chavez, Phyllis
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Chelmecki, Patricia
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Cheng, Shawn
Cheo, Dorothy
Chepuru, Melissa
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chessin, meta
Chetta, Stacy
Chew, Priscilla
Cheyne, Jennifer
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Chiao, Heidi
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Chiavola, Kathy
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Chickey, Michael
Chieco, Eileen
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Chinni, Rosemarie
Chinworth, Debbie
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Chirigotis, Helen
Chisari, Andrea

Chisholm, Jason
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Chisolm, Lillian
Chittenden, David
Chiu, Albert
Chivoiu, Bogdan
Chmelik, Raymond
CHMM, Thomas Hodges,
Choi, Helen
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Choi, Sabrina
Cholewa, Mitch
Cholmar, Eve
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Chrest, Daniel
Chriest, Nathaniel
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Christen, Carol
Christensen, C.J.
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Christensen, Debora
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christensen, jeremy
Christensen, Mark
Christensen, Tom
Christenson, Eric
christian, mary jo
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Christian, Steven
Christiansen, David
Christiansen, Sue
Christianson, Alice
Christianson, Bonita
Christianson, sacha
christie, bill
Christman, Glenn
Christmann, Gail
Christophel, Christy
Christopher, John
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Chubin, Edward

Chumley, E.Gerald
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Churm, Kenneth
Chuzi, Jonathan
Chynoweth, Iris
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Cifelli, Robert
Cilimburg, Kathryn
Cimino, Charlotte
Cioffi, Beth
Cipher, Melanie
Cipolla, anthony
Cipris, Zeljko
Ciser, Jon
Cisneros, Alexis
Cit, Ezra
citron, vicki
Ciucki, Marcella
Civettini, Joseph
Clair, Fred St.
Clairmont, Jeff
Clairmont, Tracey
Clamage, Irwin
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Clark, Amber
Clark, Beverly
Clark, Cate
Clark, CC
Clark, Cheryl
Clark, Craig G
Clark, Diana
Clark, Diane M.
Clark, Donna
clark, donna
Clark, Donna
Clark, Dorothy
CLARK, EDWARD
Clark, Floyd
Clark, James
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Clark, Janice
Clark, Jennifer
Clark, Joanna
CLARK, John
Clark, Julie
Clark, Marguerite
Clark, Mark Plano
Clark, Martha
Clark, Martina
clark, myron
Clark, Patty
Clark, Phillip
Clark, Richard
Clark, Robert
Clark, Stephen
clark, susan
clark, tom
Clarke, Debra
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Clarke, Karen
Clarke, Kristen
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Clarridge, Jan
Clavel, Ed
Clawson, Dana
Clayman, David
Claypool, June
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Clayton, Diane
Clayton, Janine
Clayton, Jon
Clayton, Tom
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Clegg, M.S., Sarah
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Clements, David
Cleminson, Ron
Clemmer, Richard
Cleveland, Kelly
Cleveland, Shelly

Cleven, Dennis Lee
Clevenger, Kristine
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Clifford, Teresa
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Clifton, Gregory
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Clippard, Janet
Cloner, Matthew
Cloonan, John
Close, Albert R.
Close, Steve
Cloud, Kate
Clymer, Mary Ann
Clymo, Jerry
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Coakley, Joe
Coan, Richard
Coatsworth, Josephine
CoBabe, Terry
Cobb, Calvin
Cobb, Dean
Cobb, Stanley
Cobbs, Amy
Coble, Abby
Coburn, Della
Cocco, Brian
Cochran, Carrie
Cochrane, Nancy
Cockerill, Joanne
Coco, Joseph
Cody, Jennifer
Coe, Judith B.
Coe, Pam
Coen, Paul
Coffee, Clark
coffey, alice
Coffey, Larry
Coffey, Margery
Coffey, Patricia

Coffin, Jen
Cohen, Abby
Cohen, Beth
Cohen, Brian and Rita
cohen, bruce
Cohen, Calvin
Cohen, Eleanor
Cohen, Harriet
Cohen, Howard
Cohen, Leslie
Cohen, Linda
Cohen, Marcia
Cohen, Mark
Cohen, Mimi
Cohen, Myrna
Cohen, Nancy
Cohen, Natalie
Cohen, Nayana
COHEN, STANLEY
Cohen, Theodore
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Cohn, Nancy
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Colangelo, Marie
Colclough, Scott H.
Coldiron, Robert
Cole, Bob
Cole, Carrie
Cole, Deirdre
Cole, Douglas
Cole, Jonathan
Cole, Julia
Cole, Kathleen
Cole, Katrina
Cole, Kirby
Cole, Lisa
Cole, Roger
Cole, Ruth
Coleman, Bradley
Coleman, Cheri
Coleman, Christine
Coleman, Jeannine
Coleman, Judy

Coleman, Lori
Coleman, Renee
Coleman, Stuart
Colgan, Anne
Coling, Marcia
colletto, frank
Colley, Ann
Collier, Fran
Collins, Amy
Collins, Barbara
Collins, Carol
Collins, Cheryl & Gary
Collins, Eileen
Collins, Irene
Collins, John
Collins, Kathleen
Collins, Kristi
Collins, Lyle & Karen
Collins, Michael
Collins, Raymond
Collins, Russell
Collins, Sam
Collins, Stefanie
Colon, Jose
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Colson, Robert
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Coltrane, Mia
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Columbus, Shawn
Colwill, Winifred
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Combs, Bruce
Combs, Lanita
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Condit, Mary
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Condos, Rita
Cone, Frances
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Cone, Roger
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Conger, George
Conklin, Char
Conklin, Twink-Lorelei
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CONNELL, TONYA
Conner, Eileen
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Connolly, Sonya
Connon, Stephanie
Connor, Charles
Connor, Janet
Connor, Marianne
Connor, Thomas
Connors, Charles
Conover, Ben
Conrad, Denise
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Conrad, Walt
Conrod, Jeff
Conroy, Cathy
Conroy, David
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Conroy, Thomas
Conry, Steven
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Cook, Geoffrey
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Cook, James
Cook, Jerry
Cook, jonathan
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Cook, Michael
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Cooke, Brandon
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Cookman, Dick
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Cooney, Margaret
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Coons, Linda
Coons, Mitzi
Coontz, Steve
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Cooper, Dennis
Cooper, Joan
Cooper, John
Cooper, Marilyn
Cooper, Michael
Cooper, Peggy
Cooper, Peter
Cooper, Robert
Cooper, Ron
Cooper, Tina

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Cordaro, Tom
Cordeiro, Brock
Cordero, Carmen
Cordero, Ivette
Cordes, Donald
Cording, Carl
Cordle, Emmett
Cordova, Isabel
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Corey, Kevin
Corio, Joseph
Corley, Deana
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Corliss, Nan
Cormia, Robert
Cormons, Matt
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Cornell, Charles
Corona, Marianne
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Corr, Marie
Corr, Maureen
Corral, Richard
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Correll, Quentin
Corrie, Summer
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Corrow, Allissa
Cortimilia, Uta

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Costic, Gail
Costich, Zora
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Cotler, Stanley
Cotte, Denise Be
Cotton, Brad
Cotton, Elizabeth
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Cottone, James
Cottrill, Ross
Cotugno, Caroline
Couch, Charles
Couch, Emmaly
Coudsy, Cathy
Coulson, Dale
Coulson, Elyse
Coulter, Nancy
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Countryman, James
Counts, Paul
Courchaine, Caroline
Courdier, Laurence
Courneen, James
Cournoyer, Brian
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Couture, Jacques
Covell, Sandi

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Cox, David
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Cox, Johanna
Cox, Julie
Cox, Lea
Cox, Merry Lee
Cox, P A
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Coyle, Nicki
Coyne, Lelia
Coyne, Mary
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CPE, Sean Sardari,
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Crabtree, Helen
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Craig, Eugene
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Craig, Robert
Craig, Selena
Crain, Jovon
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Cramer, Kim
Cramer, Linda
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Crawford, John
Crawford, Kelly
Crawford, Morgan
Crawford, Richard
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Crawford, Stephen
Crawford, Susan
Craycraft, Rick
Creasy, Stephen
Creek, Matt
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Crenshaw, Shirley
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Cronk, Kevin
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Crook, Dustin
Crooks, Carol

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Crosby, Sally
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Cross, Heather
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Cuddy, Tom
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Cunningham, James
Cunningham, John
Cunningham, Michael
Cunnison, Sherry
Cupani, Shirley
Cuperus, Gerrit
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Curatolo, James
Curington, Diana
Curotto, John
Curran, Anne
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Curran, Diane
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Current, Jon
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Curry, John
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Cushing, Catherine
Cushman, Linda
Cusick, John
Custodio, Eleanor
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Cutolo-Ring, Antonio
Cutter, Sandra
Cuttler, Lucille
Cuza, Sandra
Cyr, Alan
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Czyz, Vincent
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Daddow, Carrie
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Daetz, Douglas
Dague, Michael
Dahl, Elizabeth
Dahlman, Jeanne
Dahlquist, Abby
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Dakotah, Matthew
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Danner, Eric
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Danzinger, Ryan
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Davis, Carole
Davis, Colleen
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Davis, Reynalda
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Davis, Rose
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Davis, Troy
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du Rivage, robert
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Dudley, Ward
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Duller, Daniel
Dumas, Eugene
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Eash, David
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Easterday, John
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Johnson, Gae
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Lee, Jeremy
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Lee, Michelle
Lee, Patricia
Lee, Richard
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Lee, Ruby
Lee, Samuel
Lee, Todd
Lee, Toni
Lee, Yan
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Leeper, Kimberly
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Lessing, Jill
Lessinger, CArol
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Letts, Jeffrey
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Levi, Herbert
Levi, Stephanie
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Levin, Deborah
Levin, Francee
Levin, Gordon
Levin, Harvey
Levin, Jon
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Levine, Robert
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Lewis, Ildiko
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Lewis, Sherry
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Ley, Janis
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Links, William
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Long, Leland
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Magee, Cindy
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Mages, Dan
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Magill, Frank
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Maher, Clare

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Malone, Michael
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Maloney, Emily
Maloney, James
Maloney, Keith
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Mankowski, Craig
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Manno, Sarah
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Markowitz, Susan
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Marks, Daivd
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Marshall, Natalie

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Martens, Bill
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Martin, anne Smith
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Martin, Beth
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Martin, Bradford
Martin, Brenda
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Martin, Christopher
Martin, Dawn Ask
Martin, Deborah
Martin, Dorothy
Martin, Gina
Martin, Hollis
martin, jacquie
Martin, James
Martin, Justin
Martin, Kenneth
Martin, Lindsey
Martin, Lori
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Martin, Molly
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Martin, Patrick
Martin, Perry
Martin, Robert
Martin, Sally
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Mason, Theresa
Mason, Thomas & Elizabeth
Mason, Woody
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Massey, Gail
Massey, Gatlin
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Masters, Barbara

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Mathews, John
Mathews, Sara
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Mathieu, Loretta
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Matthews, Andrea
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Matthews, Janice
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Maxfield, Lonnie
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Maxwell, Stan
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May, Debra
May, Julie
Mayeda, Mark
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Mayer, Victor
Mayerat, Robin
Mayfield, Mollie
Mayfield, Phil
Mayfield-Chapin, Shannon
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McCreless, Erin
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McDonald, Tammy
McDonald, Thomas
McDonnell, Damian
McDonnell, Jen
McDonnell, Mark
McDonnell, Rosemary
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McGlinsky, Alfred
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McGlocklin, David
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McKeever, Kevin
McKeith, Shirley
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McNaron, David
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McVoy, Erin
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Meeks, Wayne
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Mehrazar, Michael
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Meinhardt, Michelle
Meinig, Chris
Meinke, Robert
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Meisse, Edward
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Meldrum, James
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Mellein, Mary
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Mello, Elizabeth
Mellor, George
Melloy, David
Melman, Leslie
Melnicoff, Mark
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Melvin, David
Menard, Rose Marie
Mencher, Joan
Mencik, Jitka
Menconi, Elissa

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Mendieta, Vince
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Mendoza, Helen
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Menish, Ramona
Menkes, Barbara
Menkes, Larry
Menneke, Megan
Menon, Premachandran
Menon, Suku
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Menz, Helen
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Merchant, Sandra
Mercier, George
Merckx, Guy
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Merle, Lisa
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Merrill, Susan
Merritt, Mandy
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Merz, Michael
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Mesko, Maxine
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Mettam, Diane
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Meyer, Carissa
Meyer, Carolyn
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Meyer, Ross
Meyer, Ruth
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Michel, Mary Ann
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Miller, Hermineh
Miller, Irv

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Miller, Marlyn
Miller, Martha
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Miller, Tim
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Namba, Kim
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Nevin, Reb
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Newburg, Bonnie
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Newcomer, Barbara
Newcomer, Kayly
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Newhart, Joy
Newhouse, Travis
Newlin, Rebecca
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Padilla, Jo
pados, patricia
Padula, Mario
Pagan, John
Page, Elisha
Page, Lois
Page, Martin
Page, Peggy
Page, Scott
Pagel-Meiners, Karin
Paige, Karyl
Pailes`, Richard
paillet, steve
Painter, Nancy
Pais, Julia
Pakaki, Jordan
Pakaln, Laura
Pakradooni, Jennie
Paladino, Salvatore
Palaia, Tom
Palenchar, John

palermo, carolyn
Palin, John
Palkovic, Matthew
Palm, Marta
PALM, R
palmaro, chris
Palmeira, Heather
Palmer, Anne
Palmer, Destiny
Palmer, Francis
Palmer, Glenn
Palmer, Henry
palmer, howard
PALMER, JEREMY
Palmer, John
palmer, mark
Palmer, Paul
Palmore, E. B.
pAMI, pAMI
pamperin, joanne
pan, pinky jain
Pاناتier, Patricia
Pancner, Robert
Pandian, Murugan
Pandiscio, Marion
Pandolfi, Philip
Panek, Jill
Panelli, A
Pangburn, James
pangrle, donna
Pangrle, Glen
Paniagua, Rosiris
Pann, Cheri
Panter, Rich
Pantle, Wendy
panza, donna
Paolini, Viviane
papandrea, jamie
PAPANDREA, JOHN
Papandrea, Mr and Mrs James
Papazian, Maria
Papazian, Victoria M.
Papesch, Peter
Papian, William
Papp, Katherine
Pappas, Carole A.

Pappas, F. J.
Pappas, Nancy
Papscon, Alan
Paradise, Jack
Parcell, Teresa
Parcells, Julie
Parekh, Jai
Parenti, Noel
Paris, Melina
Paris, Sasha
Parisi, Anthony
Park, Jeannie
Park, Margaret
parke, hayley
PARKE, MELINDA
Parker III, Gordon
Parker, Augustin
Parker, Cindy
Parker, Dave
Parker, Douglas
Parker, Eric
Parker, Erika
Parker, Francine
Parker, J. T.
Parker, Joshua
Parker, Ken
Parker, Larry
Parker, Maggi
Parker, Margaret
Parker, Rose
Parker, Ruth
parker, teresa
Parkhurst, Chip
Parkinson, Mandy
Parkinson, Robert
Parks, Noreen
Parnell, Rachel
Parowski, Carol
Parr, Donna
Parrillo, Denise
Parrino, Juan
Parrish, Jennie
Parrish, Jo
Parrish-Fender, Julie
Parshall, Laurel
Parshall, Sharon

Parsley, Patricia
Parsneau, Michelle
Parson, Jennifer
Parsons, Anna
Parsons, Diana
Partridge, Lee
Pascone, Romeo
Pasek, Patricia
Pashley, Fred
Pasichnyk, Richard
Pasquesi, Anthony
Passante, Diana
Passarge, Elke
Patch, Frances&Sumner
Patchak, Richard
Pate, Andrew
pate, nathan
Patel, Jay
Patel, Sunil
patnoude, jason
Paton, D'Ann
Patriacca, michael
Patrick, Christopher
Patrick, Doug
Patsis, Elizabeth
Patten, irene
Patterson, Catherine
Patterson, Dean
Patterson, Elizabeth
Patterson, George
Patterson, Kathy
Patterson, Kevin
Patterson, Miles
Patterson, Steven
Pattie, Sue
Patton, Carol
Patton, Jia
Patton, Penn
Patumanoan, Nancy
Paul, Barbara
Paul, Hedy
Paul, Manoj
Paul, Rashida
Paul-Bonham, Scott
Paulk, Kelly
Paul-Pickle, Kelly

Paulson, Marlana
Paulus, Candice
Paur, Leonard
Pause, Aaron
Pave, Frank
Paviour, Ernest
Pavlic, Anne
Pavlick, Ellen
Pavlick, Kathy
Pawelek, John
Pawli, Anne
Pawlikowski, Natalie
Pawlowski, Georgia
Paxson, Robert
Payne, Andrew
Payne, Blake
Payne, Gerrye
Payne, Heather
Payne, James
Payne, Joel
Payne, Richard
PE, Mark Cosgriff,
PE, Robert Siebert
Peabody, Bethany
Peachey, Joanne
Peacock, Lauri
Pearce, Joshua
Pearce, Sandi
Pearsall, Laurie
pearson, judith
Pearson, Nancy
Pearson, Peggy
pearson, samantha
Pearson, scott
Pearson, Sidney
Pearson, Walter
Pease, Jeanette
Peaslee, L.
Peattie, Caroline
Peavy, Jerry
Peck, Brian
Peck, Darrell
Peck, Graham
Peck, Laura
Peck, Michael
Peck, Nancy

Peck, Naomi
Peck, Valerie
Peckman, Kristin
PECKNER, LLOYD
Pecson, Jon
Pecuch-Herrero, Marta
Pedersen, Erik
Pedersen, Hanne
Pedersen, JoAnn
Pedraza-Tucker, Liette
Peeples, Ruth
Peeters, John
Pegues, Michael
Pehme, Kalev
Pei, Delfina
Peirce, Roger
Peirce, Sumner
Pelakh, Susan
Pelch, Rosalie
Pelham, Christopher
Pelizzari, Roger
Pellaton, Gretchen
Peltz, Christopher
Peluso, Dr. Anthony R.
Pence, Lisa
Pence, Virginia
Pendergast, Betsy
Pendergrass, Darryl
Pendry, Bobby
Penegar, Dave
Peneton, David
Penn, George
Penn, Julia
Pennell, Kathryn
Penner, Marsha
Penniman, Vivian
Pennisi, Andrea
Pennypacker, Angela
peno, bernadette
Penrod, Dolores
penunuri, daniel
Pepersack, Laureen
Pepitone, michelle
Peppard, Jeanne
pepper, ginger
Pepper, Nancy

Peralta, LLauren
Peralta, Sharon
Perdue, Peggy
Pereira, Jose
Pereira, Leslie
Peres, Todd
perez, felipe
perez, holly
Perez, Kathryn
Perez, Laura
Perez, Luiz
Perez, Martha
Perez, Melissa
Perez, Susel
Perez-Cabezas, Pedro
Perez-Fuentetaja, Alicia
Peri, Janis-Rozena
Perkins, Carroll
perkins, christopher
Perkins, Deborah
Perkins, Guy
Perkins, Joel
Perkins, Nicole
Perkins, Randi
Perkins, Susanna
Perkins, Tom
perlegis, matthew
Perlmutter, Jerry
Perna, John
Pernice, Sebastian
perotti, jason
Perras, Richard
perrett, steve
Perrigo, Leslie
perron, denise
perron, rick a.
Perry, Alysia
Perry, Anthony
Perry, Ben
Perry, Doane
perry, eileen
Perry, Jeann
perry, marie
Perry, S.
Perry, Sharen
Pershan, Lee

persichetty, rita
Person, Phil
Persons, Mark
Pertel, M.Patricia
Pesce, Sandra
Peschka, Talia
Pesko, Chris
Pestel, Niki
peter, dean
Peter, Jonathan
peter, rob
Peters, Anita
peters, elaine
Peters, Joanne
Peters, Susan
Petersen, Gloria
Petersen, Jeff
Petersen, Jessica
Petersen, John
Petersen, Marian B.
Petersen, Nora
Petersen, Sherry
peterson, april
peterson, carol
Peterson, E. Blake
Peterson, Ellen
Peterson, Joel
Peterson, John
Peterson, John & Madeleine
peterson, jon
Peterson, Jordan
Peterson, Kent
Peterson, Kimberly
Peterson, Kirstin
Peterson, Linda
Peterson, Linda
Peterson, Linder
Peterson, Mary
Peterson, Michael
Peterson, Paul
Peterson, Sandra
Peterson, Shannon Troy
Peterson, Terrance
Peterson, Terry
Peterson, Thom
Peterson, Ward

Peto, Guy
Peto, Shari
petracelli, cindy
Petrak, Thanice
Pettrakis, Chris
Petrella, Rebecca
Petroelje, Dave
petrulias, linda
Petrus, Veronica
Petry, Glenn
Pettengill, Mary
Pettigrew, Walter
Pettyjohn, Jo
Pezet, Rev.Antoinette
Pfeifer, Marjorie
Pfeiffer, Peter
Pfeiffer-Traum, Deborah
Pfister, Bob
Pfitzner, Gail
Pfitzner, James
Pfohl, Anthony
Pham, John
Phaneuf, Kurt
phelps, harriette
Pherigo, Stephen
Phibbs, Judith
philbrick, Kayla
Philibosian, Belle
Philipp, Kris
philips, wj
Phillips, Barbara
Phillips, Benjamin
Phillips, Bonnie
Phillips, Chip
Phillips, Damon
Phillips, Emily Lee
Phillips, Hannah
Phillips, Jane
phillips, jeff
Phillips, Laura
phillips, martyn
Phillips, Patricia
Phillips, Perry
Phillips, Reese
Phillips, Stephen

Phillips, Walter
Philon, Laura
Phinney, Ruth
Phipps, Martha
Phipps, William
Phoenix, Kelly
Phoenix, Susan
Piacentini, Vero
Piana, Katherine Reed
Piazza, Felice
Picardi, Mary
Picardi, Michael
Picchetti, Gloria
Picciuca, sebastiano
Pickering, Michael
Pickett, Carla
Pielaszczyk, Donna
Pielaszczyk, John
Pienciak, Sue
Pieper, Dolores
pieper, karen
Pier, Mollie
Pierce, Alan
Pierce, Becky
Pierce, Caroline
Pierce, Deborah
Pierce, Jacqueline
pierce, james
Pierce, Jim
Pierce, Kim
pierce, patrick
Pierce, Shanti
piercy, jennifer
Pieroni, Bruce
Pierpoint, Andrea
Pierron, Mary Lou
Pierson, Suzanne
Pietri, William
Pietsch, Gerald
Pifher, Julie
Piggott, Harold
Pighee, Arron
Pigman, Patricia
Pignataro, Evelyn
Pihl, Eric
Pilat, Patricia

Pine, Paula
Pine, PhD, Richard I.
Pine, Rosel
Pineau, Christopher
Pinel, Nicolas
Pinkerton, Anne
PinkPetals International
Pino, Manuel F.
Pinsker, aaron
Pint, Rebecca
Pipkin, Karen
Pippen, Patti
Pippin, Karma
Pirch, Charlotte
Piret, Wendy
Pirolo, Frank
Pirrie, Robert
Pirtle, James
Pisanic, Lisa
Pisano, Lisa
Pitkin, Marjorie
Pitman, Stuart
Pitre, Dwayne
Pitt, Leonard
Pittenger, Robert
Pitts, Daniel
Pitts, Kelsey
Piwonka-Corle, Timothy
Pixley, Elizabeth
Pizzo Jr., Peter
Plaisted, Fran
Planchard, Matthew
Plant, Hugh
Plant, Leah
Plantenga, Diane
Platizky, Franklin
Platt, Dwight
Platt, Jason
platt, jr., john
Platz, Richmond
Pleasants, Phyllis
Pledger, John
Pleiss, Trudie
Pleskovitch, Ed
Pletcher, Debora
Plienis, Joel

Plourde, Adam
Plourde, Carole
Plumlee, Val
Plummer, Rowena
Plummmer, Eric
Plunkett, Robert
Plywaski, Walter
Poanessa, Peter
Pocius, F. Jay
podesta, vivian
Podgorska, Joanna
Podietz, David
Podolsky, Ellen
Poehlmann, Harold
Poggetti, Linda
Poggi, Pat
Pohorsky, joann
Poist, Ellen
Pokorny, Russell
Polakiewicz, Roberto
Polanco, rossi
Polczynski, Eric
Polens, Jared
Polesky, Alice
Polewarczyk, Michael
polick, melissa
Poltzer, Andrew
Polivka, Peter
Poljak, Roberto
Polk, JD
Polk, Jeff
Pollack, Glenn
Pollaine, Stephen
Pollard, Isaac
Pollard, Katherine
Pollard, Ted
Pollauf, William
Pollitt, Bob
Pollock, Celest
Pollock, Cheryl
Pollom, Emily
Polo, John
pomerantz, fred
Pomeroy, Leigh
Pon, S
Ponce, Paula

Ponce, T.
Pond, Mildred
Ponte, Rui
Pope, Brian
Pope, Geoffrey
Pope, Katherine
pope, mary
Pope, Morgan
pope, sarah
Pope, William
Popoff, Kathy
popp, john
Poppe, Robin
Poppe, Sue
Popper, Regina
Porowski, Anne
Porter, Brent
Porter, Elizabeth
Porter, Jim
Porter, NM
Porter, Sandra
Porter, Sandra
PORTER, WILLIAM
porto, amy
posnak, jamief
Posod, Melissa
Pospyhalla, Shelley
Posselt, Hans
Post, Ken
Post, Nathalie
Post, Sara
Potamites, John
Potash, Louis
Potchynok, Lynna
Poteat, Jutta
Potrzeba, Robert
Pott, Beverly
Potter, Laura & alvin Andersson
Potter, Nancy
potterfield, kathleen
Potts, Gail
potts, shelley
Pouchet, Denise
Pouchet, Jack
Poulos, Andrew
Poulson, Thomas

pouncey, william
Pound, Michael
Powell, Bryan
Powell, Cindi
Powell, Linda
Powell, Steven
Powell, Tracy
powers, fawn
Powers, Joan
Poxon, Judith
Prata, Bob
pratt, david
Prechel, Harland
Prekop, Jeff
Prellwitz, Carl
Preney, Lisa
Presgraves, Andrew
Presley, Carl
Preston, Ken
Preston, Susan
Pretlow, Thomas
Preuss, G.
Prevas, Frances
Pribnow, David
Price, Anna
Price, Don
Price, Kent
Price, Lynne
Price, Michael
Price, Rev. Lynnette
Price, Rhenda
Price, Rob
Price, Sue
Priebe, Joseph
Priest, Dave & Sue
Priest, Neal
Prigge, Diane
Primm, Skylar
Prince, Michael
Prince, Steve
Prine, Deanna
Pring, Kristopher
Prins, Jonathan
Prinzivalli, Philip
Prior, Meghan
Pritchard, Erik

Pritchard, John
Pritchard, Mary
Pritchard, William
Probola, Eric
Probst, John
Prochoda, MD, Michael
Procter, Rebecca
Proeger, Terry
Profet, Karen
Propst-Worthley, Sarah
Prosperie, Johnnie
Prostko, Linda
Protheroe, Willam
Provencher, Lauri
Provenza, Regina
Pruett, Oakey
Pruitt, Kimberly
prull, shehan
Pruski, Marek
Pruter, Margaret
Prystal, David
Przybyla, Jennifer
Puca, Laurie
Puchta, George
Puelle, Geryll E.
Puett, Barbara
Puetz, Dan
Puishys, William
Pulcini, Liz
Pullen, Patricia
Pulliam, Gayle
Pumfrey, William
Purcell, Cynthia
Purchase, DeeAnne
Purdy, Pat
Purinton, Christina
Purkaystha, Mohsena
purkiss, tom
Purple, Richard
purviance, paula
Puscheck, Robert
Puscheck, Susan
Pusey, Anne
Putnam, ANNE
Pyle, Amanda
Pyle, Andre

Pyner, Marjorie
Pynn, Roger
Qu, Jen
Quaintance, Richard
Qualls, Tammy
Quartararo, Denise
Queen, Jennifer
Quellas, Matthew
Quick, Jill
Quigg, Catherine
Quijada, Helianis
Quijada, Victoria
Quilantan, Jayson
Quill, Marilyn
Quillen, York
Quincey, Jayda
Quinn, Ava
Quinn, James
Quinn, Kenneth
Quinn, Luther
Quinn, Mary
Quinn, Michael
Quinn, Tim
Quinnell, Kenneth
Quintal, Deidre
Quintana, Maclovia
Raab, W. Arthur
Rabe, Jason
Rabin, Monroe
Rabinowitz, Cynthia
Raby, Joyce
Race, Margery
Racela, Jason
Rad, Kaveh
Radcliffe, Lizbeth
Radebaugh, john
Rader, Doug
Rader, Karen
Rader, Keith
Radford, James
Radke, Irene
radko, danuta
Radosevich-Coia, Patricia
Radwin, Emily
Rael-Luhman, Carla L.
Raffety, Michael

Rago, Jeff
Rago, Mary Lynne
Ragona, Anthony
Ragsdale, Ron
rahm, yoshaany
rain, keirsten
rainbow, billy
Raines, & Mrs.
Raines, Connie
Raines, Zakiya
Rainho, Maria
Ralabate, Teresa
raley, debby
ralston, mark
Ram, Marie
Ramble, Kirk
Ramey, Renee
Ramirez, David
Ramirez, Kate
Ramirez, Maribell
Ramirez, Max
Ramirez, Meg
Ramirez, Vicki Schaefers
Ramirez-Brunner, Sebastian
Ramon, Alberto
Ramos, Annette
Ramos, Joann
Ramos, Joanna
Ramos, Miguel
Ramphal, Marjorie
Ramsey, Kevin
Ramsey, Patrick
Ramsey, sylvia
Ramsey, Todd
Ranaudo, Ray
Randall, Ann
Randall, Blair
Randall, Michael
randle, john
Rando, Sandra
Randolph, Charles
Randolph, John
Ranford, Alan
Rangel, Curtis
Rankin, Harriet
Rankin, Timothy

Rankins, Melinda
Ransom, Jill
Rao, Sonam
Raper, Connie
Raplinger, John
Rapp, Lanette
Rappa, Diane
rappuhn, richard
Rapragher, Margo
Rashall, Rosa
Rasheed, Abdur-Rahim
Rashkis, Suzie
Rashti, Stacey
Rasmuson, Jennifer
Rasmussen, Barbara
Rasmussen, Barbara
Rasmussen, Richard
Rastani, Richard
Ratcliff, Philip
Ratcliff, Philip
Rathbun, Carolyn
Ratner, Jonathan
Rattner, Ron
Rauch, Betty Ann
Rauch, Matt
Rausch, Mary
Rauscher, Janet
RAVENSTEIN, KATE
Ravet, Suzanne
Rawlinson, Richard
Rawsky, Bill
Ray, Chris
Ray, Kristy
Ray, Paul
Ray, Richard
Ray, Thomas
Ray, Thomas
Raymond, Carol
Raymond, Charles
Raymond, Debra
Raymond, Robert
Razo, William
Rea, Corde
Rea, Jim
Read, Gina
Read, Laura

Read-Brown, Ken
Reader, Stephanie
Reading, Roger
Ready, Nellie
Reamer, Sue
Reardon, Ed
Reardon, Matthew
Reaves, John Henry
Reavill, Robb
Rebane, Margaret Anga
Rebman, Ellen
Rechtman, Nancy
Recko-Morrison, Liz
Rector, Robert
Redalje, Donald
Redding, Sherley
Redfern, Tim
REDISH, MARYELLEN V.
Redman, Dia
redmond, lissa
Redoutey, Colleen
Redoutey, Mary
Redpath, Gerard
Redwood, Leah
Reed JR., James
Reed, Andrew
Reed, Billie
Reed, Bruce
Reed, Casey
Reed, Charles
Reed, Cheryl
Reed, Dana
Reed, Daniel
Reed, Kristin
Reed, Lindsay
Reed, Liz
Reed, Marissa
Reed, Mark
Reed, Mary
Reed, Peter
Reed, Robert M., Carol G.
Reed, Spenser
Reef, jack
REEL, JOSEPH
Reep, Renny
Reese, Douglas

Reese, Gary
reesman, martyne
Reeves, Linda
reeves, sandra
Reeves-Brown, David
Refregier, Lea-Ann
Regal, Ailee
Regan, Joanie
Regan, Monica
Regen, David
Rego-Ross, Saun
Rehn, Debra
Reich, Helen
Reich, Ro
Reichel, Rhonda
Reichert, Gregory
Reichert, Robyn
Reichheld, Tom
Reichlin, Agnes
Reichsman, Ann
Reid, Daniel
Reid, David
Reid, Edward
Reid, James
Reid, James C.
Reid, Janet
Reid, John
Reid, John E.
Reid, Rebecca
Reidenbach, Gregory
Reidy, Tom
Reif, Frederick
Reilley, Kate
reilly, brian
Reilly, James
Reilly, John
Reilly, Mark
Reilly, Neill
Reilly, Patrick
Reilly, Wilfred
Reinberg, Don
reiner, alysia
Reiner, Frank
Reinhardt, Paul
Reininger, James
reisch, jesse

Reiser, Frank
Reising, Nathan
Reisman, Emil
Reiss, Brenda
reiss, robert
Reissen, gail
Reitz, Krista
Rekdal, Sheila
Relles, Steve
Rembert, James
Remsen, Petra
Renaudin, Karen
Rencher, Ron
Rendlen, Theodora
Rendon, Louis
Rendu, Yannick
Renfro, Robert
Rengers, Edward
REnken, Sheryl
Renner, Robert
Renshaw, Jackson
Renshaw, Robert
Renton, Barbara
Renton, Nigel
Reock, Jeanne
Reppe, Peter
Reseck, Karl
Rest, Laurel P.
RESTA, riccardo
Retz, Dan
Reutimann, Wesley
REVESZ, MR.&MRS. BRUCE
Rex, Carrie
rey, christina castle
Reycraft, Astarte
Reyes, Blaine
reyna, jose
Reynolds, Brian
Reynolds, Bryon
Reynolds, Cindy
Reynolds, Dolores
Reynolds, James H
Reynolds, Jeannine
Reynolds, Jeff
Reynolds, Jonelle
Reynolds, Julie

Reynolds, Laura
Reynolds, Melinda
Reynolds, Nancy
Reynolds, Peter
Reynolds, Ronda
reynoso, jacquelyn
Rhea, Joyce
Rheder, Richard
Rhine, Heather
Rhine, Pam
Rhoades, Charles
Rhoads, Kirk
Rhoads, Lisa
Rhoda, Patricia
Rhodes, Carson
Rhyand, Robin
Rhyne, Elisabeth
Rhys, Victoria
Rials, Jennifer
Riblett, Susan
Ribolow, Hedda
Ricardo-Bulis, Esther
Ricci, Scott D.
Ricciardi, Anthony
Ricciardi, William
Rice, Beverly
rice, dan
Rice, Daryl
Rice, June
Rich, J.
Rich, Lynn
Rich, Nathan
Rich, Sharon
Richard, Christen
richard, cory
Richard, David
Richard, Pamela
Richard, William
Richards, Georgia
RICHARDS, JAY
Richards, John D
Richards, Lawren
Richards, Liz
richards, martha
Richards, Melinda
Richards, Mini

Richards, Robert
Richards, Shaun
richardson, bethany
Richardson, Eugene
Richardson, George S.
Richardson, James
Richardson, Kathryn
Richardson, Michael
Richardson, Roberta
Richardson, Roberta
Richer, Michael
Richeson, Victorea
Richie, Elizabeth
Richman, Bruce
Richmond, Gerald
richmond, Lonna
Richmond, Pamela
Richtsmeier, Duane
Rickard, Aric
rickelman, william
rickenbach, deborah
Ricketts, Michael P
ricketts, rodger
Ricks, Meagan
rickun, robert
Riddle, Carolyn
Ridel, Fred
Ridenour, William
Rider, Barbara
Ridgard, Robert
Ridgeway, Jessica
Ridgeway, William
Ridgley, Patricia
Ridley, Patricia
rIDLON, jAMES
Riecke, Hermann
Rieger, Sherry
Riehart, Dale
Rierner, Eunice
Riesser,, PhD, Gregor
Rife-Brufloodt, Michelle
Riff, Christopher
Rigan, Torrey
Rigatti, Karen
RIGGAR, KAREN
Riggs, John

Righellis & Healy, Nancy * Ian

Riley, Barbara

Riley, Callie

Riley, Darby

Riley, Kelly

Riley, Kevin

Riley, Ray

Riley-Jones, Kelly

rilling, shane

Rimbos, Peter

Rimes, Carrie

Rinaldi, Michael

Rinas, Juanita

Rincon, Claudia

Rindy-Cox, Deana

Rinear, Paul

Rinehart, Joyce

Ring, John

ringler, dan

Riojas, Judith

Riordan, Arden

Rios, David

Rip, Nichole

ripalda, oscar

Ripp, Rudolph

Ripple, Martha Jane

Ripple, Melissa

risacher, ivona

riser, jill

riskus, mary ann

Riss, N

rissman, bernice

Rist, Carol

Ristenpart, Diana

Risvold, Cindy

Rita, Peggy

Ritchey, Jr., Albert

Ritchie, Clare

Rittchen, Gregory

Rittenhouse, Calvin

Ritter, Angela

Ritter, Mitchell

Ritter, Robin

River, Sage

Rivera, Eileen

Rivera, Javier

Rivera, Yarelis
Rivera, Yarelis
Rivera-Herrera, Luis Jorge
Rivera-Patchak, Kimberly
Rivers, Jennifer
Rivers, Ronna
Rivers, William
rivet, nicole
Rizzo, Frank
Rizzo, John
Rizzo, Marie
Rizzuti, Greta
RN, Maryjoan Tully
Roach, Bill
Roach, Edward
Roach, Julie
Roark, Juanita
Roark, Warren
Roba, Anthony
Robb, Aaeron
Robb, Thomas B
Robbins, Daniel
Robbins, Dennis
Robbins, Emily
Robbins, Gary
Robbins, Kathleen
Robbins, Richard
Robbins, Robert
Robeau, Joseph
Robens, William
roberge, manon
Roberson, Micha
Roberson, Tamela
Roberson, William
Robert, Amanda
Roberts, Allan
roberts, archana
Roberts, Daryl
Roberts, Emily
Roberts, Godfree
Roberts, Gretchen
Roberts, Harold
Roberts, Hugh
roberts, j
Roberts, jeannie
Roberts, Jennifer S.

Roberts, Joshua
Roberts, Kathleen
Roberts, Larimore
roberts, les
Roberts, Mariann
Roberts, Pamela
Roberts, Patricia
Roberts, Sarah
Roberts, Tammy
Roberts, Ted
Roberts-Moneir, Nancy
Robertson, Douglas L.
Robertson, Gary
Robertson, Jack
Robertson, Jennifer
Robertson, John
Robertson, Kathleen
Robertson, Kent
robertson, linda
Robertson, Michael
Robertson, Mitchell
ROBERTSON, REBECCA
Robertson, Richard
Robertson, Scott
Robey, Steve
Robillard, Nichole
Robin, Wilfred
Robinet, McLouis
Robinet, DC, MSTCM, CMT, Margaret Christine
Robins, Berklee
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Robins, Rick
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Robinson, Maya
Robinson, N. Y.
Robinson, Paxton

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Robinson, Travis
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Rockhold, Marc
Rockmill, Beth
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Rockwell, Tracy
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Roded, Odeya
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Rodgers, David
Rodgers, Donald
Rodgers, Julie
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Rodgers, Rita
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Rodine, Robert
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Rodman, Shirley
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Rodriguez, Traci
Rodriguez, William
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Rogers, Elizabeth
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Rogers, Karen
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Ronzheimer, Carl

Rooney, Helen
Rooney, Sandra
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Ropes, Lev
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Rosciam, Eve
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rozner, jay
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Schneider, Mark
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SCHNEIDER, rory

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Scott, James
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Scott, Lawrence
Scott, Michael
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Smith, Alfred
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Zorc, Scott
Zorich, Josh
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Zukovsky, Alison
Zupan, Gary
Zurfluh, Philip
Zurit, Jon
Zurofsky, Bennet
Zurovsky, Donald
Zwick, Larry
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