



7:45-9:00 am **Registration**

Enter at 7th and D Street, SW and proceed through security.

9:00-9:25 **Opening**

James Kohm

Associate Director, Division of Enforcement, Bureau of Consumer Protection, FTC

Welcome

Jessica Rich

Director, Bureau of Consumer Protection, FTC

Introduction

Miles McEvoy

Deputy Administrator, National Organic Program, Agricultural Marketing Service, USDA

9:25-9:30 **Introductions by the Discussion Group**

These speakers will participate in each of the day's discussions:

- **John C. Bernard**, University of Delaware
 - **Lisa Brines**, National Organic Program, National List Manager, Agricultural Marketing Service, USDA
 - **Scott Faber**, Environmental Working Group
 - **Gwendolyn Hustvedt**, Texas State University
 - **Angela Jagiello**, Organic Trade Association
 - **Matthew Jones**, Bureau of Economics, FTC
 - **Laura Koss**, Bureau of Consumer Protection, FTC
 - **Laura MacCleery**, Consumer Reports
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9:30-10:30

Discussion 1:

**Consumer Misperceptions of Organic Claims in the Marketplace:
Conclusions and limitations of the evidence concerning
non-agricultural products**

Moderator:

Hampton Newsome, Federal Trade Commission

10:30-10:45

Break

10:45-11:45

Discussion 2:

**Approaches to Improving Organic Claims:
Further discussion of the evidence**

Moderator:

Brad Winter, Federal Trade Commission

11:45-12 pm

Break



12:00-1:00

Discussion 3:

Broader Policy Approaches to Address Deception

Moderator:

Julia Ensor, Federal Trade Commission

1:00-1:30

Closing Remarks

Ginger Jin

Director, Bureau of Economics, FTC
