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
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