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USDA PROPOSED RULE WEAKENS ORGANIC STANDARDS AND THREATENS THE USE OF "NON ORGANIC" ECO-LABELS

PETALUMA POULTY PROCESSORS SUPPORTS HIGH ORGANIC STANDARDS

Petaluma Poultry Processors (PPP) shares the Organic Trade Assoc. (OTA) and other organic producer's concerns about the serious flaws in the NOP proposed organic rule. PPP is also very concerned that the proposed rule may not allow accurate and verifiable "non organic" labeling claims such as "raised without antibiotics", "free range", and "humanely raised" on food products. PPP is asking for your support to help stop the implementation of weak organic standards and appeal to the USDA for the continued use of accurate, verifiable label claims that are now currently used by conscientious producers. The public comment period on the USDA proposed rule will end on April 30, 1998 and we need your comments to impress on USDA that consumers do not want weak organic standards and restrictive labeling policies that limit the consumers right to know what is in their food. Tell the USDA that:

- Legitimate use of verifiable non organic labeling claims such as "raised without antibiotics", "free range", and "humanely raised", are useful and important sources of information that consumers need to help them make informed choices about the food products they purchase.

If you do not act now, USDA will establish weak organic food labeling standards. The organic label will loose its meaning, and consumers will no longer be able to rely on the integrity of organically certified food products. Send your comments to:

Mail Comments To:

Eileen S. Stommes
Deputy Administrator
USDA-AMS-TM-NOP, Room 4007-S
Ag Stop 0275
P.O. Box 96456
Washington, D.C. 20090-6456

Fax Comments To:

(202) 690-4632

E-mail Comments To:

National Organic Program
web site on the internet at:
<http://www.ams.usda.gov/nop>

OR return this form with your signature by mail or fax to above address or fax number

I fully support High Organic Standards, and the use of verifiable non organic labeling claims so that I can make informed food purchases. I also support the positions stated above.

Name: _____

Address: _____

Signature: _____