

COMMENTARY

FTC Issues Revised 'Green Guides' Will Help Marketers Avoid Making Misleading Environmental Claims

For a journalist trying to keep up with science and technology, the source for information can often be confusing and downright misleading. There is no better example than in the "green" arena. We've already gone through this on the food side with the abuse of terms like "natural" to the extent that it lost any significant meaning. When the Federal Trade Commission issued its "revised Green Guides" I went to my local source for an interpretation: Scott Attman at Acme Paper & Supply. Scott had been my point person in the February 2010 feature on the "Greening of the Capitol." He has been at the leading edge of the introduction of environmentally



SCOTT ATTMAN

sustainable products and energy efficient equipment.

The new guidelines are designed to help marketers ensure that the claims they make about the environmental attributes of their products are truthful and non-deceptive. Attman told Foodservice Monthly,

"This revision should move toward correcting misleading claims about terms like compostable and recyclable, when misused give these products an unfair competitive edge in the marketplace.

Look to the "back page" of *Foodservice Monthly* for the last word over the next three months as FSM begins a series on the state of the green movement. Scott Attman has agreed

to be our advisor as we examine such terminology as "environmentally friendly" or "eco-friendly."

One key area of concern has been the use of the term compostable. Many items in the market are not degradable within the time limits used by composting landfills. Some materials sold as compostable

may take years before they can be returned to nature.

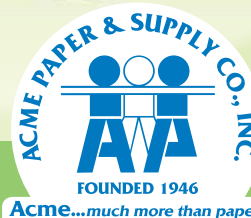
We will at the same time direct you to the sources that can give you good, science-based information so you can evaluate the environmental issues of your kitchens. Stay tuned.

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