

# Responsible Packaging Solutions Eco Labels

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*Goal: Accelerating the market shift towards truly sustainable products.*

**How do we authentically communicate what we are trying to do and the values behind it to the people who buy our products?**



Products & green ratings

- Appliances
- Cars
- Electronics
- Food & beverages
- Home & garden

Hot topics & solutions

- Eco-labels center
- Electronics recycling center
- Global warming center
- More topics

Toolkit

- Calculators
- Toxics search

Community

- Blogs
- Campaigns
- Forums
- Resources

More Consumer Reports

Greener Choices Home > Eco-labels center



Did you know?

The "free-range" label doesn't necessarily mean the animals went outdoors.

"Fair Trade Certified" means more than paying producers a fair wage.

Meat labeled as "natural" can contain artificial ingredients.

Eco-labels center

Here you'll find out what the labels on your favorite products really mean. As the popularity of green product claims continues to grow, it's important to know which claims you can trust and which ones you can't. Use the search tools below to get our expert evaluation of labels on food, wood, personal care products and household cleaners. You can search by product, category, or certifier, and easily compare labels using our report cards. For labeling tips on buying greener products for your kitchen, visit our virtual kitchen.

**SEARCH BY LABEL**

LABEL ▶

LABEL ▶ --- choose ---

CATEGORY ▶

SEARCH BY LOGO

VIEW LABEL INDEX

DON'T SEE A LABEL? CLICK HERE

**GET A LABEL REPORT CARD SUMMARY**

SEARCH BY LABEL:

▶

SEARCH BY LABEL CATEGORY:

▶ --- choose ---

SEARCH BY PRODUCT AREA:

▶ --- choose ---

**SEARCH BY PRODUCT CATEGORY**

SEARCH BY CATEGORY

FOOD

HOUSEHOLD CLEANERS

PERSONAL HYGIENE

WOOD/PAPER

OR BY PRODUCT ▶

VIEW PRODUCT INDEX

**SEARCH BY CERTIFIERS**

CERTIFYING ORGANIZATION ▶

VIEW ORGANIZATION INDEX

CERTIFYING PROGRAM ▶

VIEW PROGRAM INDEX



WHAT MAKES A GOOD ECO-LABEL?

ECO-LABELS GLOSSARY



Greener Choices Home > Eco-labels center > Search by product category

Product search results



CATEGORY FOOD

Refine search by product area : --- choose ---


OR show all results for FOOD

You searched Product area: show all results

Showing 9-16 of 78 matches found.


page: 1 2 3 4 5 6 7 8 9 10 NEXT PAGE>




9  **Certified Humane Raised and Handled**  
View Products Certified Under This Label  
Organization: Humane Farm Animal Care  
Program: Humane Farm Animal Care Certification Program  
Label Category: Animal Welfare

10  **Certified Organic, Inc.**  
View Products Certified Under This Label  
Organization: Certified Organic, Inc.  
Label Category: Organic

11  **Certified Vegan**  
View Products Certified Under This Label  
Organization: Vegan Action/Vegan Awareness Foundation  
Label Category: Animal Welfare

12  **Colorado State Dept of Agriculture - Certified Organic**  
View Products Certified Under This Label  
Organization: Colorado State Department of Agriculture  
Program: Colorado State Organic Certification  
Label Category: Organic

13  **Demeter Certified Biodynamic**  
View Products Certified Under This Label  
Organization: Demeter Association, Inc.  
Program: Demeter - Biodynamic  
Label Category: Sustainable Agriculture

14  **Department of Plant Industry (Previously "Fertilizer and Seed Certification Services")**  
View Products Certified Under This Label  
Organization: Fertilizer and Seed Certification Services  
Program: Organic Certification  
Label Category: Organic

15  **dolphin safe**  
View Products found with this label  
Label Category: General Claims

16  **Fair Trade Certified**  
View Products Certified Under This Label  
Organization: TransFair USA  
Program: Fair Trade  
Label Category: Pest Management, Social Responsibility, Sustainable Agriculture

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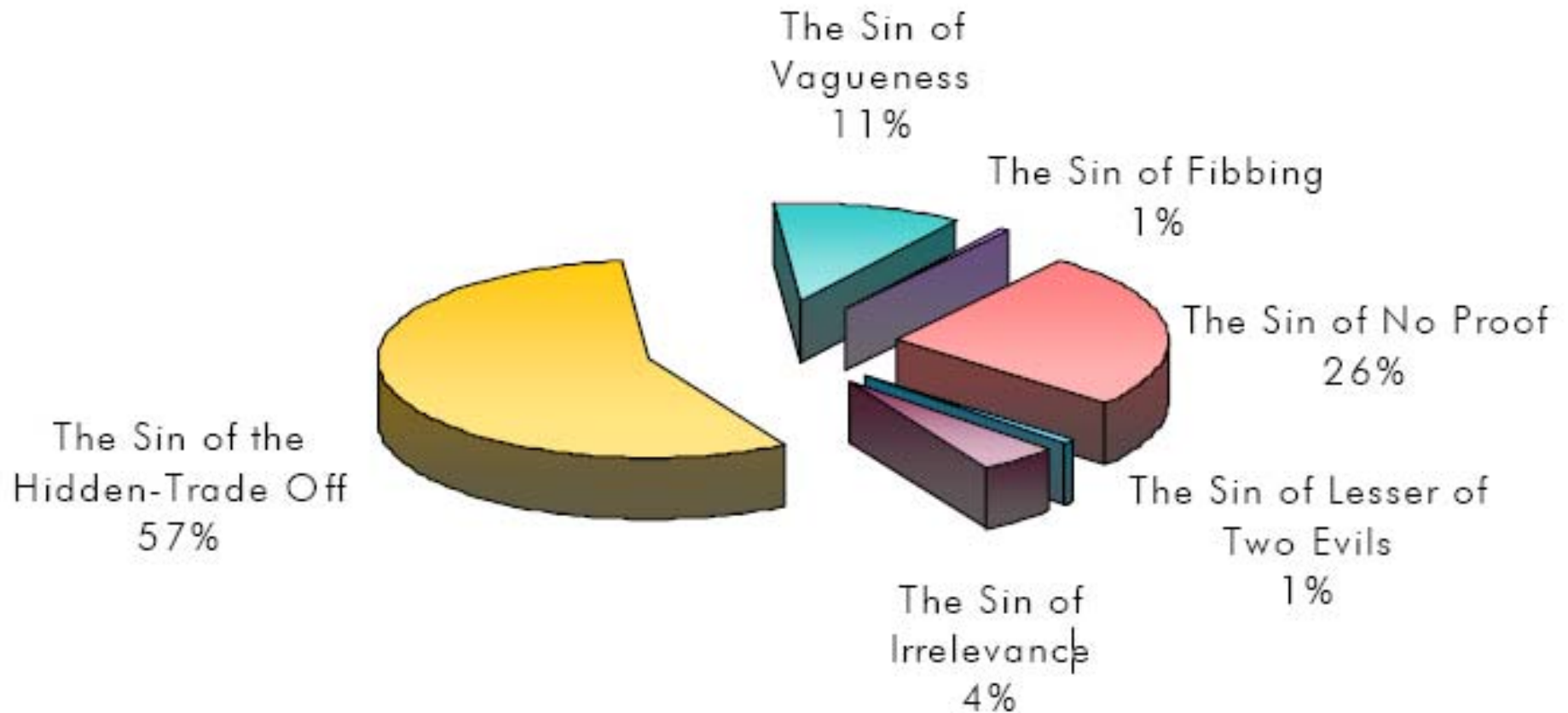
More Consumer Reports



- 1) **Hidden Trade-Off** -Suggesting a product is "green" based on a single or narrow set of environmental attributes without attention to other, perhaps more important, environmental issues.
- 2) **No Proof**- Any environmental claim that cannot be substantiated by easily accessible supporting information, or by a reliable third-party certification.
- 3) **Vagueness** -Any claim that is so poorly defined or broad that its real meaning is likely to be misunderstood by the intended consumer.
- 4) **Irrelevance**-Making an environmental claim that may be truthful but is unimportant and unhelpful for consumers seeking environmentally preferable products.
- 5) **Fibbing** -Making environmental claims that are simply false.
- 6) **The Lesser of 2 Evils**– These are “green” claims that may be true within the product category, but that risk distracting the consumer from the greater environmental impacts of the category as a whole.

***TerraChoice Environmental Marketing Inc. Survey 2007***  
***[www.terrachoice.org](http://www.terrachoice.org)***

# Sins Committed by Category



***TerraChoice Environmental Marketing Inc. Survey 2007***  
***[www.terrachoice.org](http://www.terrachoice.org)***

# Federal Trade Commission Guides to the Use of Environmental Marketing Claims



The guides outline general principles for all environmental marketing claims and provide specifics about certain green claims, such as degradable, biodegradable, compostable, recyclable, recycled content, refillable, sustainable, and renewable.

*Recent meetings:*

- January 2008 Carbon Offsets and RECS
- April 2008 Green Packaging

<http://www.ftc.gov/bcp/workshops/packaging/index.shtml>

## **Regular reporting and transparency with stakeholders, employees, customers and community**

“We assessed where we were in terms of sustainability—and how we could get where we wanted to go—we decided to produce our first comprehensive sustainability report...an accurate and complete overview of our sustainability performance over the last 2 years.”                      -Frontier Natural Products Cooperative

## **Think and talk about sustainability as a journey**

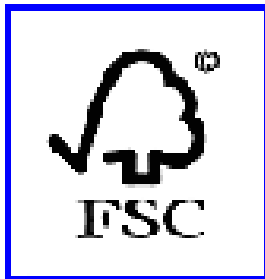
“We realize that when doing business it may not be possible to reach 100% sustainability. However, we want to reduce our unsustainable practices to the absolute minimum and find ways of compensating for areas where we cannot achieve total sustainability.”                      -Nature’s Path website



# Move from self assessment towards 3<sup>rd</sup> party verification

- Self assessment and reporting- Measurement is key to combating “greenwashing”. Use researched industry standard metrics (Global Reporting Initiative, Greenhouse Gas Protocol, etc) review industry reports (i.e. Green Mountain coffee, Clif Bar, etc).
- Voluntary industry benchmarking group (FTSLA, B Corp, BALLE, Co-op America, EPA climate registry)
- Third party audit (ISO 14000, Global Reporting Initiative)
- Certification for general sustainability practices or specific focus like organic, labor, green building, etc. (Oregon Tilth, Fair Deal, LEED, Forest Stewardship Council)

## Label search results



*click to magnify*

## FSC (Forest Stewardship Council)

 Print this page

### LABEL REPORT CARD

How meaningful is the label?	Is the label verified?	Is the meaning of the label consistent?	Are the label standards publicly available?	Is information about the organization publicly available?	Is the organization free from conflict of interest?	Was the label developed with broad public and industry input?
Somewhat	Yes	Yes	Yes	Yes	No	Yes

### LABEL CATEGORY:

Social Responsibility, Sustainable Wood

### WHERE YOU'LL FIND THIS LABEL:



- **PAPER** : paper
- **WOOD** : beds - red oak, bender boards, bird feeders, bird houses, bookcases - red oak, cabinets, cedar, chairs - dining, chairs - rocking, construction timber, decking, doors, fixtures - store, flooring, furnishings - outdoor, furniture, furniture - fine, furniture - patio, guitars, gum, hardboards - duratex, hardwood flooring, logs, lumber, lumber-various types, moulding, paneling, paneling - architectural, particle board, pencils - cedar, plywood - hardwood, redwood logs, roof trusses, sawlogs, sheathing, siding, tables - dining, trim, under layment, utility poles, veneer, windows, wood, wooden handles for tools

# Evaluating the credibility of voluntary standards and labels

**ISEAL Alliance** *Codes of Good Practice for Environmental  
and Social Standards* <http://www.isealalliance.org/>

**American National Standards Institute**  
<http://www.ansi.org/>

Will the future hold multiple label proliferation  
or catch all sustainability labels?





For more information, go to:

[www.ftsla.org](http://www.ftsla.org)

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