

## **XII. Fund Raising Logos on Labels**

Dennis Edwards, Antimicrobial Division (AD), OPP, gave a PPT on A Cause Marketing (see **ATTACHMENT H**). Clorox and the Red Cross had met with AD in March 2006 requesting permission to issue labels stating that Clorox would donate a small percentage of the purchase price of the product to the Red Cross. OPP originally said it could accept such labels with the provisos that the Clorox logo had to be on the back panel and that the Red Cross logo could not be used. After a subsequent meeting in July, OPP Director Jones approved use of the Red Cross logo on labels under the conditions proposed by Clorox. OPP then approved five products with >cause marketing= language. The labels, accepted on Oct. 17, could be issued twice a year, in Febr. and Sept., with the length of the promotion six to eight weeks. The language accepted included the phrases ADedicated to a healthier world=, AHelp Clorox raise \$1M for the Red Cross=, and use of the Red Cross logo; this language will be on both the front and back panels.

Edwards said Jones had asked OPP to develop criteria for future similar situations and to lay out parameters for companies to use in such situations. Initial criteria include: **1.** the addition of charity language constitutes a label amendment, not a notification; **2.** the organization involved must be a legitimate charity; **3.** details of the arrangement between the charity and the registrant must be provided; **4.** it may be appropriate to limit acceptance of the charity language to a specific time interval negotiated between the charity and the registrant. In other words, there will be a limited promotion period, and the registrant must understand that this is not a permanent label; **5.** a consumer survey may be required; **6.** There must be no direct or implied statement that the charity sponsors or endorses the product, and there must be a disclaimer to this effect on the label; **7.** registrants must certify that all references to the donation plan and any charity participation will be consistent with Better Business Bureau guidelines; **8.** all references to the charity/logo/symbol and required qualifying statements must be all located together on the label; and **9.** all print must be of the same size, color, font, etc. and of equal prominence. Edwards said OPP intends to have the Labeling Committee review cause marketing and publish its recommendations on the EPA website.

Edwards noted that Clorox survey results had shown no great improvement in sales. As to what would happen if results should show an increase in sales, he said OPP hadn't faced this yet. He also noted it would be hard for OPP to guarantee that the dollars promised would actually go to the charity; OPP may need to work on this issue in the future. The current criteria are not set in stone, and can be added to. Any SFIREG comments should be sent to himself or Jim Roelofs; there is plenty of time to get comments in. A Q. arose about codifying the criteria. Edwards said this would not be done because OPP wants to get the criteria out quickly so that it won't have to argue about them with registrants.

Fredrickson asked if SLAs would have a problem with accepting cause marketing labels. The only states represented at the meeting indicating such concern were NY, NC and FL. Maureen Serafini noted that cause marketing labels with time-limited approval would be out in the market place for a long time. She is concerned over the NY Attorney General's possible opposition to these labels. Fredrickson said he would raise state objections with Jim Jones in the post-SFIREG meeting with OPP-OC management that afternoon. SFIREG may need to get back to OPP later on after some experience with cause marketing.