

# Food Law

The newsletter of the Illinois State Bar Association's Section on Food Law

## Current Issues in Food Labeling in the U.S., EU, and France

BY LYNNE R. OSTFELD

Food safety and labeling have come a long way since President Theodore Roosevelt read Upton Sinclair's novel, *Asphalt Jungle*, about life in and near the Chicago stockyards.

Today the consumer has two issues of importance, besides price: adequate labeling to tell him what is in the product; informative label titles so that she is not deceived. These concerns are shared rather universally. They are of particular

importance for exported and imported food stuffs.

What is in a product called "tiger milk"?

### Labels

France has four certifications of quality and origin: (1) Appellation of Origin (AOC); (2) label "Rouge" (Red) and regional labels; (3) organic label; (4) certificate of conformity. Through

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## Upcoming Food Law CLE

BY MOLLY WILTSHIRE

The ISBA Food Law Section Council is pleased to offer two fantastic food law CLE programs in the coming weeks, both featuring panels of experienced practitioners and speakers. Details and registration information for each is available on ISBA's web site: <https://www.isba.org/cle/upcoming>.

**September 9, 2022: Bock Agricultural Law & Policy Program Fall 2022 Symposium, Champaign IL** (University of Illinois, Department of Agricultural & Consumer Economics) Co-Sponsored by University of Illinois, College of Law and Illinois State Bar Association

This day-long, in-person symposium continues a fourth-annual tradition of bringing together dynamic speakers presenting the latest topics and analysis of legal issues in the fields of agriculture and food. From food policy and regulations, to financing food startups, international supply chains, and agritourism risk management. The symposium promises a wealth of current information and opportunities to network throughout the program with professionals in a variety of food and agriculture spaces.

**September 14, 2022, 1:00pmCT:**

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## Current Issues in Food Labeling in the U.S., EU, and France

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French encouragement, the European Union (EU) has created three Europe-wide quality and origin labels or logos: (1) Appellation d'Origine Protégée (AOP) or Protected Designation of Origin; (2) Indication Géographique Protégée (IGP) or Protected Geographical Indication; (3) Spécialité Traditionnelle Garantie (STG) or Traditional Specialty guaranteed labels/logos.<sup>1, 2</sup>

French products carrying the AOC classification were originally for wines and spirits and then dairy products. Champagne can only come from the Champagne region. Increasingly, other products are carrying the label, such as farm-raised poultry, fruits and vegetables, olive oil and essential oils.

The national French Label Rouge and equivalent regional labels were created in 1960 to show that a product meets a strict quality control by licensed certifying organizations, at all stages of production.

Organic agriculture in France is identified by the AB logo (Agriculture Biologique). This logo is the property of the French Ministry of Agriculture and Fisheries and identifies the mode of agriculture. It guarantees that the product is produced in accordance with EU Regulation 2092/91.

The Certification of Conformity is a mark of quality certifying that a product is produced according to strict manufacturing rules and contains the properties required by the rules. The certification guarantees to the consumer the quality of the product and the truthfulness of the product label.

The European Union began working with labels in 1992. The Appellation d'Origine Protégée (AOP) identifies food produced, processed and prepared in a specific geographical area. Cheeses are the primary product marked with this logo.

Judges for the European Union Court of Justice (CJEU) have just ruled, on July 14, 2022, that Denmark cannot allow its dairies to make and sell feta cheese because "Feta" was registered as an AOP and an IGP by Rule No. 1829/2002. Feta is a traditional Greek cheese made from unpasteurized

sheep or goat milk. It is not a generic name and must come from Greece. The judges ruled that the Kingdom of Denmark failed to honor its obligations under Article 13, paragraph 3, of Rule No. 1151/2012 of the European Parliament and the Council, of November 21, 2012, relative to the systems of quality which are applicable to agriculture products and the food products resulting. Denmark allowed Danish dairies to make "Feta" cheese. Denmark lost the case and, according to the "loser" pays rule, it is to pay 4/5 of the legal costs of the European Commission, the European Commission is to pay 1/5 and the Republic of Greece and the Republic of Cyprus, a party with Greece, are to pay their own costs.<sup>3</sup>

The Indication Géographique Protégée (IGP) indicates that at least one phase of the product originates in a certain country or region. The product has to have a recognized quality. Products receiving this label are principally fresh meat and offals, cheeses, and fruits and vegetables.

The label Spécialité Traditionnelle Garantie (STG) does not indicate the origin but that it is a product of traditional character, either in the composition or the means of production.<sup>4</sup>

The United States is unsettled as to how to handle inclusion or not of ingredients raised with GMO crops as well as what is organic. But, requirements as to the listing of the nutrition of a product is important, and has been replicated elsewhere. The nutrition facts requirement for labels was updated in 2016.<sup>5</sup> The serving size must be larger and in bolder type, as must the number of calories. Added sugars must now be included and there is a slight change in the listing of some nutrient requirements. The actual amounts must be declared. There is also a new footnote: "The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice." *Id.*

The Food and Drug Administration (FDA) also has Standards of Identity (SOI). These were established in 1939 to help

## Food Law

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The articles in this newsletter are not intended to be used and may not be relied on for penalty avoidance.

address economic adulteration that was occurring in the marketplace. As an example, jam stated to contain a certain amount of fruit must now contain a minimum amount of fruit. Today there are more than 250 SOIs. The goal is to protect consumers and promote honesty and fair dealing. The SOIs look to ensure that the characteristics, ingredients and production processes of specific foods are consistent with what consumers expect.<sup>6</sup>

In the United States, the fight is less on the type of labels seen in Europe and more on the content in the product.

Lawsuits, often class action, are brought when the label does not reflect the content of the product, e.g., “fudge” cookies containing no butter, “whole wheat” crackers made mostly of refined flour, “smokehouse” almonds not cooked with real smoke. The legal theory is based on state “false claims” and sometimes on the federal Magnuson-Moss Warranty Act. The defense may be on what a “reasonable consumer” would believe. This was the basis for U.S. District Judge Marvin F. Aspen recently dismissing a Pop-Tarts suit in Chicago: no reasonable consumer would believe that the filing in a Pop-Tart contained a certain amount of strawberries based on the image on the package and its use of the term “strawberry.”<sup>7</sup>

## Cell and Vegetable Produced Products

Food made in a lab, such as cell-based meat, is generating new lawsuits and new rules. The traditional are fighting the new and novel.

In 2019 Louisiana adopted two bills to protect its agriculture and dairy industries, as well as to protect consumers from misleading labels. Louisiana Act No. 273, “Truth in Labeling,” broadly bans the use of the terms “meat,” “rice,” or “sugar” on food products produced from non-traditional sources, such as plant-based or cell-derived meats and cauliflower rice. These are significant crops in the state. Louisiana Act No. 184, “Milk Labeling” law, looks to the dairy industry and prohibits a beverage from being labeled as “milk” unless the produce comes from a cow, goat, or other hooved mammal.

The law looks to the definition in the U.S. Food and Drug Administration’s (FDA’s)

description:

Description. Milk is the lacteal secretion, practically free from colostrum, obtained by the complete milking of one or more healthy cows. Milk that is in final package form for beverage use shall have been pasteurized or ultrapasteurized, and shall contain not less than 8¼ percent milk solids not fat and not less than 3¼ percent milkfat. Milk may have been adjusted by separating part of the milkfat therefrom, or by adding thereto cream, concentrated milk, dry whole milk, skim milk, concentrated skim milk, or nonfat dry milk. Milk may be homogenized.<sup>8</sup>

However, fights over the term “almond milk” in a different state were won by the manufacturer of “almond milk.” Cynthia Painter brought suit against Blue Diamond Growers that almond milk did not meet the definition of “milk” and should be labeled “imitation milk.” Her suit was dismissed, she appealed, and the dismissal was affirmed.<sup>9</sup> The court found the term not confusing to the average consumer.

Similar laws have been passed in other states to prohibit the labeling of something as meat if it does not come from livestock or poultry (Missouri, Arkansas). An Oklahoma law requires terms such as “plant-based” to be of equal size and prominence as the product name.<sup>10</sup>

The dairy industry in the United Kingdom (UK) has objected to the use of the word “cheese” by the vegan producer of cheese La Fauxmagerie.

In the EU in general, cell-based meat and dairy are considered to be novel foods, as they are in the United Kingdom (UK - England, Scotland, Wales, Northern Ireland). General Principles governing novel foods have been enacted which must be respected by member nations, though the member nations can apply stricter laws as they see fit.<sup>11</sup>

The Court of Justice of the European Union has ruled that dairy alternative products cannot be sold in the EU under names such as “milk,” “butter” or “cheese.” This followed a referral from German courts due to a dispute involving German vegan and vegetarian food company Tofu Town.

In France, companies starting to produce and widely sell vegetable steaks and vegetable nuggets are being met by complaints from

farmer associations. It is the traditional farmer versus the “new farmer.” Just as the EU Court of Justice ruled against TofuTown and held that milk and its by-products must be of an animal origin, the agricultural associations are fighting for the same protection for their work with living animals.

Many of the complaints come from producers of four-legged meat.

As a consequence, France has passed laws banning companies from using meat-related words to describe vegan dishes such as “vegan Shawarma kebab,” “vegetable steak” and “soy sausage.”

Decree No. 2022-947 of June 29, 2022, was adopted prohibiting the use of a legal name for an animal, group of animals, or fish as the name for any product containing vegetable proteins of .5 percent or more. Terminology used by a butcher, sausage maker or fishmonger cannot be used by a company for products containing plant proteins. This takes effect October 1, 2022, although products made or labeled prior to October 1, 2022 can be sold but only until December 31, 2023 at the latest.

However, products legally made or sold in another member state of the EU or in Turkey, or in another state party to an agreement in the European Economic Community or European Community, are not subject to the restrictions of this decree.

Violations are subject to administrative sanction of no more than 1,500 Euros for a person and no more than 7,500 Euros for a company.

The agriculture associations think that this is a start, and not the end.

The companies making cell-based or plant-cultivated products complain that France is pushing them to relocate to other countries to produce their foodstuffs and then sell them in France, rather than doing it all locally with local employment. Environmentalists are up in arms that this encourages more meat eating, with its resultant effect on climate change. Producers of foie gras are horrified that anything other than true duck or goose liver could be called “foie gras.”

In the U.S., complaints are increasingly made about competition with non-traditional products, particularly when the non-traditional cell or plant-based product

is sold in the same section as the traditional meat or dairy product.

The Good Food Institute contends that this is censorship and a violation of the First Amendment, Consumer Choice and Safety, and the “Free Market.”<sup>12</sup>

The problem of which U.S. agency regulates cell-based products is looking to be resolved by an agreement between the FDA and the USDA. This was necessitated by the overlap of jurisdictions, most notably with eggs. The agreement addresses what jurisdiction and responsibility are assumed for which products and at what stage by each of USDA-FSIS and HHS-FDA.<sup>13</sup>

The FDA will be responsible for the cell culturing process for meat and poultry products until the harvest stage as well as maintaining sole jurisdiction over seafood. Food safety requirements, including facility registration, hazard analysis and risk-based preventative controls (HARPC) and Good Manufacturing Practices (GMPs) are under the FDA’s jurisdiction. The USDA is responsible for inspection of the meat cells and finished products, along

with its responsibilities under the Federal Meat Inspection Act and Poultry Products Inspection Act.

So, what is “tiger milk”? According to various web sites, it is not milk taken from a lactating female tiger (with difficulty) but the marinade in which ceviche is cooked. Its name comes from the white color of the liquid or was given to it by someone to indicate the strength obtained when it is used for ceviche, or by itself. ■

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*Lynne Ostfeld is a solo practitioner with her primary office in Chicago. She has a second office on a family farm in Peoria County, Illinois, and is associated with the law firm DMALEX Avocats in Paris, France. Ostfeld has a general civil practice and concentrates on legal assistance to small and medium sized companies and individuals, in the US and in France. She is also general manager of a family limited partnership involved in the production of corn, soybeans and rice along with a hog operation in Iowa. Ostfeld is a former Chair of the Illinois State Bar Association Food Law Section Council and is active in numerous food and agriculture related committees in the CBA, ISBA, ABA and UIA. She earned her J.D. from John Marshall Law School (now the University of Illinois Chicago Law School), where*

*she also was an Adjunct Professor of International Agri-business Law. In 2017, Ostfeld was awarded the Medal of Knight of the French National Order of Merit for her work for the French in the Midwest, as legal advisor to the Consulate of France in Chicago.*

1. USDA, Foreign Agricultural Service, GAIN Report #FR1062, 11/08/2001.
2. <https://agriculture.gouv.fr/aocap-igp-tout-savoir-sur-les-signes-officiels-de-lorigine>.
3. <https://eur-lex.europa.eu/legal-content/FR/TXT/PDF/?uri=CELEX:62020CJ0159&from=en>
4. Further information can be obtained from: <https://agriculture.gouv.fr/official-labels-quality-and-origin>; [https:// https://ec.europa.eu/info/food-farming-fisheries\\_en](https://ec.europa.eu/info/food-farming-fisheries_en).
5. <https://www.fda.gov/food/food-labeling-nutrition/changes-nutrition-facts-label>.
6. <https://www.fda.gov/food/food-labeling-nutrition/standards-identity-food>.
7. “Food Fight,” ABA Journal, Vol. 108, No. 3, Jun/Jul 2022.
8. 21 C.F.R. § 131.110.
9. *Painter v Blue Diamond Growers*, Civ. No. 17-2235 (C.D. Cal. May 24, 2017), *aff’d*, 757 F. App’x 517, 518 (9th Cir. 2018).
10. “Food Innovation and Food Labeling: Alternative Proteins,” Jessica Almy, J.D., Director of Policy at the Good Food Institute, panel discussion at American Agricultural Law Association, 10/12/2020.
11. <https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:304:0018:0063:en:PDF>.
12. Almy, AALA panel, 10/12/2020.
13. <https://www.fda.gov/food/domestic-interagency-agreements-food/formal-agreement-between-fda-and-usda-regarding-oversight-human-food-produced-using-animal-cell>.

## Upcoming Food Law CLE

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### Illinois Foods: Pesticide Use, Exposure, and Worker Protections

This live webcast CLE presented by the ISBA Food Law Section Council offers the tantalizing insight into current uses and implications of pesticides for

food production in our state. The laws, regulations, and lawsuits at the heart of the legal questions are explored in detail by three practitioners who have direct experience with pesticides in Illinois. Don’t miss this chance to learn how your local foods are

grown and the impacts on producers and workers in our communities.

For questions on the above, contact ISBA’s CLE coordinators or the Food Law Section Council’s Molly L. Wiltshire. ■

# Bock Agricultural Law & Policy Program Fall 2022 Symposium

Bock Agricultural Law & Policy  
Program Fall 2022 Symposium

University of Illinois, Department of  
Agricultural & Consumer Economics

#### Co-Sponsors:

University of Illinois, College of Law

Illinois State Bar Association  
ISBA Food Law Section Council

(Will request 7.0 hours of Illinois MCLE  
Credit)

Friday, September 9, 2022  
8:00 a.m. – 5:00 p.m.

I Hotel & Conference Center  
1900 S 1<sup>st</sup> St, Champaign, IL 61820  
Advanced Cost: \$100 (deadline  
September 6<sup>th</sup>); \$125 at the door (cost  
includes lunch)

The registration link can be found [here](#).  
The fourth annual Bock Agricultural

Law & Policy Symposium will provide updates to a variety of topics of interest to legal practitioners and other professionals in food and agricultural industries. This

year’s program—to demonstrate the deep entwinement of agricultural and food law and encourage dialogue between the two—brings together professionals from both

realms to discuss hot-topics impacting the entirety of the U.S. food system.

The schedule and speakers are as follows:

7:45 – 8:20	Registration and Coffee
8:20 – 8:30	<b>Introduction and Welcome Remarks</b>
8:30 – 9:15	<b>Opening Keynote Address:</b> <b>Susan Schneider</b> , University of Arkansas, <i>Food Law: A National Perspective (via Zoom)</i>
9:15 – 10:00	<b>Tom Redick</b> , Global Environmental Ethics Council, <i>Product Liability Prevention &amp; the PFAS Problem</i>
10:00 – 10:30	<b>Lisa Schlessinger</b> , Illinois Student Assistance Commission, <i>Confessions of a Former FOIA Officer: Overview of current IL law and Tips for Successful FOIA Requests</i>
10:30 – 10:45	<b>Coffee Break</b>
10:45 – 11:15	<b>Jessica Guarino</b> , University of Illinois, <i>Misleading Food Labeling and the Reasonable Consumer</i>
11:15 – 11:45	<b>Alexis Pascaris</b> , <i>Agrivoltaics</i>
11:45 – 12:15	<b>Michaela Oldfield</b> , Gorman Heritage Farm, <i>Food Policy Councils, A Lawyer’s Perspective</i>
12:15 – 1:30	<b>Lunch &amp; Keynote Address:</b> <b>Alexia Kulwiec</b> , University of Wisconsin, <i>Legal and Policy Challenges faced by Independent Farms and Food Producers</i>
1:30 – 2:30	<b>Eric Greenberg</b> , Eric F. Greenberg, P.C., <i>Two Hot Topics: Label Claims &amp; General Recognition of Safety</i>
2:30 – 2:45	<b>Coffee Break</b>
2:45 – 3:30	<b>Elaine Vorberg</b> , McCarthy Duffy LLP, <i>Legal Aspects of Financing a Food or Agtech Start-up</i>
3:30 – 4:00	<b>R. Delacy Peters, Jr.</b> , <i>The Restaurant Industry of Tomorrow</i>
4:00 – 4:30	<b>Terence Centner</b> , University of Nebraska, <i>Liability for Damages from Pesticides with Examples Involving Injuries from Glyphosate and Dicamba</i>
4:30 – 5:00	<b>Lynne Ostfeld</b> , Lynne R. Ostfeld, P.C. <i>Contracts and International Supply Chains in a Time of Uncertainty</i>
5:00 – 5:30	<b>Bryan Endres</b> , University of Illinois, <i>Agritourism Risk Management</i>

We look forward to these informative presentations and hope you can join us. If you have any questions, please contact Melissa Warmbier at [mwarmbie@illinois.edu](mailto:mwarmbie@illinois.edu) or 217-333-8859. If you have interest in presenting at future symposiums, please let us know!

### Financial Hardship Policy

Full and partial registration fee waivers of at least 50% off the undiscounted registration amount are available to persons with demonstrated financial hardship. To apply, applicants must submit a written request via email to [mwarmbie@illinois.edu](mailto:mwarmbie@illinois.edu) stating: (1) the reason for their interest; (2) an explanation of why the fee associated

with the program causes the lawyer’s financial hardship; and (3) a completed course registration form. Fee waivers will be awarded on a space-available basis, with preference given to applicants in order of date submitted. The University of Illinois, Department of Agricultural & Consumer Economics program coordinator may waive or reduce the fee for the CLE program at his or her discretion. Requests for fee waivers cannot be accepted after September 7, 2022. ■





# Illinois Foods: Pesticide Use, Exposure, and Worker Protections

Presented by the ISBA Food Law Section  
Co-sponsored by the ISBA Environmental Law Section

Live Webcast | Wednesday, September 14, 2022 | 1:00 – 2:00 p.m. | 1.0 hour MCLE credit

Don't miss this in-depth look at the agricultural foods produced in Illinois and the pesticides involved in their production. Agricultural law attorneys, environmental practitioners, food law lawyers, human rights counsel, labor and employment attorneys – and anyone interested in obtaining a better understanding of pesticide use in Illinois – who attend this online program will learn:

- How Illinois differs from other states in managing pesticides;
- The current legal issues involving agricultural pesticides in Illinois;
- Which state and local agencies have jurisdiction over pesticides;
- The compliance and reporting issues involved in pesticide use;
- The ongoing litigation involving repeated pesticide exposure to migrant workers from Texas who worked in central Illinois;
- The work being done under an USEPA grant to survey state farm workers on pesticide safety and awareness;
- The proposed modifications to Illinois' pesticide enforcement regulations (specifically to enhance compliance incentives); and
- Much more.

## Program Coordinator/Moderator:

**Molly L. Wiltshire,**  
*ArentFox Schiff, LLP, Chicago*

## Program Speakers:

**Lauren Dana,**  
*Supervis Attorney, Immigrants and Workers' Rights Practice Group, Legal Aid Chicago*

**Lisa Palumbo,**  
*Director, Immigrants and Workers' Rights Practice Group, Legal Aid Chicago*

**Sam Tuttle,**  
*Legal Action Chicago*

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**\$30 MEMBERS**  
**\$50 NON-MEMBERS**  
**\$25 NEW ATTORNEYS**



[WWW.ISBA.ORG/CLE/UPCOMING](http://WWW.ISBA.ORG/CLE/UPCOMING)



# Consumer Power Initiative First Newsletter

BY BRAD WEST

The Consumer Power Initiative is an organization with a mission of promoting companies that work for charities instead of normal stakeholders and shareholders.

Among the kinds of charities that it seeks to support are those that work to end factory farming, through methods like legal efforts, media campaigns, and/or collaboration with

key actors. To learn more about the projects of the Consumer Power initiative, see the below newsletter.

## Consumer Power Initiative First Newsletter



**Welcome** to the first newsletter of the Consumer Power Initiative, the organization that, with your help, is working to make a world in which consumers can support impactful charities through their everyday purchases of goods and services.

**Our Mission:** Empower people of the world to direct the profit from their purchases toward charities that further justice and well-being. Through this, we can achieve important projects like eliminating global poverty and ending factory farming (among other problems). We will do this through what CPI calls Guided Consumption.

To learn about Guided Consumption, a process where charities occupy the equity position, use this to make money for charities, see the linked paper and/or interview:

11 Page Introduction    Interview with Alexis Smith

## Functions of the Consumer Power Initiative

**Build a Movement/Make the Public Aware-** Make people question the wealthy should benefit from purchases, rather than charities. Consumers and others want to do good, and if they know they can help effective charities through normal economic activity, they will.

**Support/Recruit/Network with Guiding Producers/Companies-** Public awareness will not go far unless there are businesses working for charities This is why we network with existing Guiding Producers to collaborate on expanding Guided Consumption globally, recruit and support new Guiding Producers, such as by connecting them with funding sources.

**Research Questions Critical to Guided Consumption-** We are looking

to research to determine key questions to Guided Consumption: what is the evidence suggesting consumers and other actors will support Guiding Producers over normal companies? What contexts will Guiding Producers have the greatest advantages? What legal forms and locations might offer Guiding Producers the greatest tax or other legal advantages? Etc.

### Our Team

Brad West- Founder, CEO of CPI  
Kagen Aurenz Zethmayr- Operations, Project Lead  
Stephanie Diaz- Social Media  
David Prim- Creative Assets, Outreach  
Ari Dulchinos- Website Design  
Billy Perkins- Website Developer

## Our Featured Guiding Producers

**BOAS-** EU-based webstore with sustainable baby/kid products. 100% of profits to charities in your choice of cause area: Climate, Children, Animal Rights, Poverty.

**MISERCORDIA-** Webstore made by 9th grader selling branded clothes and other goods: 100% of profit to the Against Malaria Foundation and Clean Air Task Force.

## Current Projects

**Giving Store-** CPI partner donating 100% of net profits to GiveDirectly, which directs cash to world's poorest households, enabling communities to rise out of poverty. Purchase fun and useful products: Housewares, Baby and Kid, Pet Supplies, and Outdoors and Play. Share your love with the families that need it most

CPI website- Hub to learn about Guided Consumption. Links to CPI's Guiding Producer partners, links to the current literature on Guided Consumption, a form to join the CPI newsletter, and the ability to

donate online.

**Social Media-** The CPI team producing Facebook, Twitter, Instagram, and others.

**Special Thanks-** Vincent van der Holt- BOAS Founder, Key Strategic Partner George Safford- SCORE mentor    Bide Akande- Donated \$1,000 to CPI Madhav Malhotra- volunteering to program The Giving Store

**Join the Mission** email brad@consumerpowerinitiative for more information

**Be an Ambassador-** Spread the word about the project, like/share on social media Tell friends and family. Someone you know or someone they know may be critical to the project.

**Join the Discussion-** Join the Consumer Power Initiative Idea Community to discuss opportunities, challenges, solutions, and implications of Guided Consumption.

**Volunteer for CPI-** Bring your skills to the project. CPI is currently looking for assistance fundraising, creative communications/social media, website development, research, and many other areas. Reach out with any ideas regarding how you might be able to help the team.

**Donate to CPI-** Invest in the world you want to see. Today, at the earliest stages of CPI, is where your contribution can have the greatest impact. CPI is 501(c)(3) organizations, and any donations are tax-deductible

Thank you for your interest! We look forward to updating you in two weeks. Brad West,

Founder and CEO of The Consumer Power Initiative

CPI's Board of Directors: Lakeshia Wright, President

Jeffrey Reasor, Treasurer

Brad West, Secretary ■