

7:45-9:00 am **Registration**

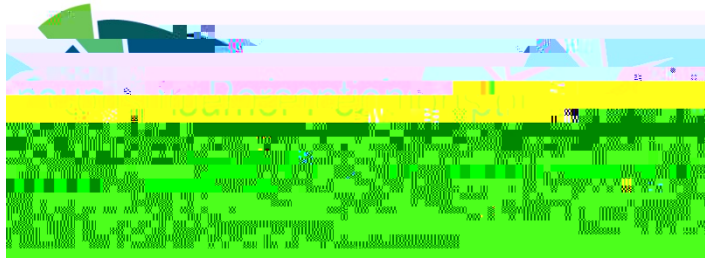
9:00-9:25 **Opening**
James Kohm

Welcome
Jessica Rich

Introduction
Miles McEvoy

9:25-9:30 **Introductions by the Discussion Group** **University of Delaware**

- Lisa Brines
 - Scott Faber
 - Gwendolyn Hustvedt
 - Angela Jagiello
 - Matthew Jones
 - Laura Koss
 - Laura MacCleery
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9:30-10:30

Discussion 1:

**Consumer Misperceptions of Organic Claims in the Marketplace:
Conclusions and limitations of the evidence concerning
non-agricultural products**

Moderator:
Hampton Newsome

10:30-10:45

Break

10:45-11:45

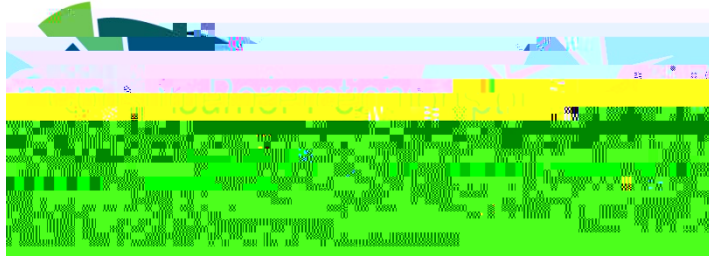
Discussion 2:

**Approaches to Improving Organic Claims:
Further discussion of the evidence**

Moderator:
Brad Winter

11:45-12 pm

Break



12:00-1:00

Discussion 3:

Broader Policy Approaches to Address Deception

Moderator:
Julia Ensor,

1:00-1:30

Closing Remarks

Ginger Jin
