

The use of the term "organic" is being used more and more frequently to define a variety of products from clothing to cosmetics. Both from the consumer and retailer's perspective, it is important to have guidance on the use of the term "organic". Many products that I personally come across as a consumer are labelled "organic" but do not appear to have any organic content. As a retailer, what criteria do we need to meet to promote a product as being "organic"? For example, can it be a self made claim, or only through third party verification (i.e. Certified Organic)?