

January 10, 2023

Submitted Electronically via Regulations.gov

Federal Trade Commission
Office of the Secretary
600 Pennsylvania Avenue NW
Washington, DC 20580

Re: REQUEST FOR EXTENSION OF COMMENT PERIOD: Guides for the Use of Environmental Marketing Claims; Docket No. FTC-2022-0077

To Whom It May Concern:

The undersigned organizations respectfully request that the U.S. Federal Trade Commission (FTC) extend the public comment period for Guides for the Use of Environmental Marketing Claims (“Green Guides” or the “Guides”)¹ by 60 days.

The FTC is seeking comments on the efficiency, costs, benefits, and regulatory impact of the Guides to determine whether to retain, modify, or rescind them. Our organizations appreciate the opportunity to provide comments and look forward to advising on specific aspects of the Guides on which the FTC is seeking input. While there was general awareness that the FTC would commence regulatory review of the guides sometime in 2022, it was unclear to stakeholders as to what substantive updates the Commission would be considering. It has been more than 10 years since the last update of the Guides, and the evolution and consumer relevance of environmental marketing practices over the last decade have been momentous. In order to provide FTC with fulsome and accurate responses to its request for information, especially with regard to consumer perception research, it will take additional time, resources, and evaluation by our respective organizations.

The timing of the submission deadline further complicates responses. Originally, Chair Kahn directed the Federal Register to publish the notice in mid-January of 2023. However, the notice was published on December 20th such that the open comment period has been unexpectedly interrupted by several major religious and holiday observances. Given that FTC’s revisiting of the Green Guides is a once-in-a-decade opportunity, we believe the extension of time is reasonable and appropriate.

Accordingly, our organizations respectfully request a 60-day extension on the comment period. Please do not hesitate to contact us if you have any questions regarding this request. Thank you for your consideration.

Sincerely,

American Beverage Association

¹ 87 Fed. Reg. 77766 (Dec. 20, 2022).

American Chemistry Council
American Cleaning Institute
American Forest and Paper Association
American Recyclable Plastic Bag Alliance
Ameripen
Association of National Advertisers
Can Manufacturers Institute
Consumer Brands Association
Consumer Healthcare Products Association
Consumer Technology Association
Council for Responsible Nutrition
Environmental Working Group
Flexible Packaging Association
Foodservice Packaging Institute
Fragrance Creators Association
Green Blue
Healthcare Nutrition Council
Household & Commercial Products Association
How2Recycle
Institute of Scrap Recycling Industries
International Bottled Water Association
National Retail Federation
Paper Recycling Coalition
Personal Care Products Council
Petfood Institute
Plastics Industry Association
Plumbing Manufacturers International
Printing United Alliance
Retail Industry Leaders Association
Ring Container Technologies
Sealed Air
Sustainable Packaging Coalition
U.S. Chamber of Commerce

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