

PUBLICREVIEW
COMMENTS AND LEAF RESPONSE PART 1

Industry Comments and Response

First Name	Last Name	Date Completed	COMMENT RE: Any thoughts/ concerns you may be having regarding a third-party labeling program and/or third-party certification in general for apparel/other textiles sold in the United States?	LEAF RESPONSE
Mark	Trotzuk	8/28/09	There needs to be more than One.	<i>The way the program has been designed there will be two different labels that communicate different levels of achievement to the US consumer. The first level 'SEED' will communicate achievement in one environmental and/or social achievement category, and the 'LEAF' level will communicate certification to a minimum of three achievement categories.</i>

Nicole	Bassett	9/1/09	<p>I would like to see more harmonization with existing efforts going on; we don't need ANOTHER label when there may be an opportunity to partner with existing organizations or groups. Brands are feeling too spread out to join and belong to groups; so I would like to see industry consolidation</p>	<p>Yes, there are many groups with the same goal. The purpose of LEAF is to be a non-biased, neutral entity that works in concert with the environmental and SR-focused standards organizations (of the apparel/textiles sectors) in order to present a unifying and encompassing environmental/social responsibility (SR) product labeling program to the US end user</p>
Laurie	Lemmlie-Leung	9/7/09	<p>Just what I said above. I think we have the standard and label we need; adding another label adds to the confusion and probably the cost. I think the efforts would be better used if we just worked on educating the public about GOTS. But I would be very interested to know more about why others think this is needed. Maybe I am missing something.</p>	<p>The goal of LEAF is to honor and also promote the GOTS standard and certification in the marketplace and also to troubleshoot the possibility of the US marketplace experiencing confusion and/or disinterest from a proliferation of diverse environmental and social labeling schemes from a range of different standards programs. Instead, the LEAF labeling program seeks to form a consortium of the relevant national and international standards programs, in order to present one unifying, streamlined and comprehensive eco-labeling system to the US consumer that communicates diverse environmental and social achievements to the end user</p>

Kathleen	Fasanella	9/8/09	<p>Yes; I'm concerned about what you've defined sustainable manufacturing practices to consist of. From my considerable experience; most (and I do mean most) eco producers use the least sustainable manufacturing practices there are. You can use sustainable fabrics; employ fair trade and good labor practices and still be profligate.</p>	<p>Your concern is understood. The LEAF program intends to work with robust standards in the arena of environmental manufacturing practices. Therefore, factories certified to an affiliate standard acknowledged by this program should be adhering to respected environmental manufacturing benchmarks.</p>
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General Public Responses and Comments

In this section, two questions on the questionnaire asked for feedback from the general public, and all responses to these questions are posted in the table below. If no specific question was asked, no feedback was given. However, all feedback toward this program-in-development were graciously appreciated.

First Name	Last Name	Date Comment Submitted	Comment	LEAF Response
<p>Comment/Response to: Any Comments that you may have regarding a new environmental/social labeling program for clothing sold in the United States?</p>				
Greg	Helfand	8/25/09	like this idea	
Sita	Sove	8/26/09	I am very excited about it! It has been difficult to find and identify such items and to me this is absolutely vital.	

First Name	Last Name	Date Comment Submitted	Comment	LEAF Response
Liane	Walker	8/26/09	Think it's brilliant!	
Isobel	O'Connell	8/29/09	Add other jurisdictional content; namely as references or best practices.	
Brittany	Hulsey	9/9/09	I believe a new Eco-labeling program will be beneficial to the apparel industry; and will help consumers make socially responsible choices.	
Laura	harrington	9/10/09	I think this label is a good start. The only way people are going to become informed and aware is through education; and these tags are a good beginning.	
Andrea	Brombin	9/13/09	I believe it is important to give recognition to companies that make an effort to be green and socially responsible. Perhaps having labels will motivate big companies to do the same; so I think it is a great idea.	
Carolyn	McTiernan	9/14/09	Great job! Can't wait to see how it goes	
Nekiya	Covington	9/16/09	I think it is a very good idea; and great program. I am all for anything that will assist in making our country more green.	
Haily	Hall	9/16/09	No	

First Name	Last Name	Date Comment Submitted	Comment	LEAF Response
Lisa	Pesce	9/16/09	Its a great idea!	
Katherine	Perusina	9/17/09	I think it is a great idea!	
Yue	Wang	9/20/09	Most of the time people like me will see organic cost more; so hopefully this label will help people know more about what we are really buying.	
Amber	Falk	9/20/09	Advertise on tv and in fashion magazines if you want to make your presence known to everyday consumers so that they will back you.	
Samantha	Tanner	9/20/09	I think that you guys have something tough to tackle. I know that personally I am really tired of greening. I don't what to trust and not to trust. And personally; I feel like it is just a fad everyone is buying into.	
Comment/Response to: Is there anything that you think would be helpful to make this label more understandable /clear as to its purpose?				
Sita	Sove	8/26/09	A brief explanation; perhaps on the back of the tag explaining what is meant by each certification: what it means to be a sustainable source fiber; to be manufactured environmentally; and fair labor practices.	

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Liane	Walker	8/26/09	make it one label not three	
Brittany	Hulsey	9/9/09	The label is clear and understandable as is.	
Jocelyn	Gamez	9/10/09	i think its perfect and explains the whole purpose	
Michelle	Raymondo	9/10/09	No; I just think that people need to know about leaf and seed programs and then they will understand/recognize the label.	
Janitra	cotton	9/12/09	no; I think it is very clear.	
Andrea	brombin	9/13/09	No; it is very clear and simple.	
Matthew	Meyer	9/14/09	better colors	
Carolyn	McTiernan	9/14/09	What qualifies for environmental manufacturing	
Catherine	Harriman	9/15/09	I think it is already detailed and clear.	
Karen	Slater	9/15/09	You could add what it has to go through in order to be considered for the LEAF label.	
Kimy	Marino	9/15/09	I think it is done well and very easy to understand.	
Melissa	Derreberry	9/15/09	No; it is easy to understand.	

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			<p>I really like the clean design - it's very easy to read. It might be helpful to very briefly define what those 3 categories mean - maybe give an example? Enviro. manufacturing is the one that I'm least clear on - is it the dyes; the processing of fabrics? Or could it be that the factory uses solar power and composts?</p>	<p><i>The Environmental Manufacturing Category covers the issues you've mentioned. The proposed benchmarks discussed in the review state that LEAF seeks to work with standards that cover most issues addressed by the current Global Organic Textile Standard's (GOTS) guidelines for chemicals and processing, which encompass testing for: prohibited and restricted inputs in production stages, risk phrases and toxicity requirements, requirements for separation and identification, spinning, sizing and weaving/knitting, non-woven manufacture, pre-treatment stages, wet processing, dyeing, printing, finishing, accessory requirements, environmental management, waste water treatment, storage, internal quality assurance, technical quality parameters, orientation values for residues, and orientation values for residues in additional materials and accessories. These current parameters may change at the discretion of the Stakeholder Board.</i></p>
Melissa	Mansfield	9/15/09		
Leah	Johnson	9/16/09	Perhaps bigger font on the front.	
Haily	Hall	9/16/09	no	
Lisa	Pesce	9/16/09	no	
Kylie	Hadden	9/17/09	I think it is already clear.	

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Tracey	Stubits	9/20/09	More detailed information about its purpose.	
Yue	Wang	9/20/09	The label looks very understandable and clear to me. Just think of what kind of material will be use to make this label. Should be eco-friendly too	
Alissa	Black	9/20/09	Maybe if you had more details about what environmental manufacturing and fair labor practices are; it would be more clear to those not involved in the merchandising field.	
Amber	Falk	9/20/09	No	
Samantha	Tanner	9/20/09	I like that it is clear and to the point and covers the three main points is wants to get across.	