



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

WASHINGTON, D.C. 20460

Mr. Jay Feldman  
Executive Director  
Beyond Pesticides  
701 E Street, S.E.  
Washington, DC 20003

DEC 28 2007

OFFICE OF  
PREVENTION, PESTICIDES AND  
TOXIC SUBSTANCES

Dear Mr. Feldman:

Thank you for your December 21, 2007, letter to EPA Administrator Stephen Johnson, requesting an extension of the comment period concerning label statements regarding third-party endorsements and cause-marketing claims. Your letter was forwarded to me for response, as my office is responsible for registering and regulating pesticides and pesticide products.

As you know, the Agency has opened a docket (Docket ID # EPA-HQ-OPP-2007-1008) to receive comments on the draft Pesticide Registration Notice in this proceeding. The docket contains extensive information including a summary of the methodology and results of the Clorox-sponsored consumer survey in support of their cause marketing claims, letters from various organizations, several State Attorneys General, and a letter from the Minnesota Department of Agriculture to Clorox rejecting the cause marketing labeling for use in Minnesota.

The Agency is particularly interested in assuring that its State partners in pesticide regulation, as well as organizations such as yours, have adequate opportunity for comments. Therefore, in response to your request and requests similar to yours, the Agency has decided to extend the comment period for another 90 days. Comments are now due by March 27, 2008. The Agency will issue final guidance after carefully reviewing all comments.

Again, thank you for your letter. If you have any further concerns, comments, or questions, please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Debra Edwards" with a stylized flourish at the end.

Debra Edwards, Ph.D., Director  
Office of Pesticide Programs