

Guidelines For Listing on *The Organic Pages Online*TM

July 17, 2008

1. The Organic Trade Association (OTA) reserves the rights to prohibit, remove, or edit any listing which, at its sole discretion, detracts from the general character of *The Organic Pages Online*TM or the organic industry as a whole, or consists of products or services inconsistent with the purposes OTA. The right to prohibit includes, but is not limited to, anything of a character that OTA, at its sole discretion, determines to be objectionable or inaccurate.
2. All listings must promote one or more of the following:
 - a. certified organic products, that is, products certified to organic standards
 - b. products containing certified organic ingredients
 - c. distribution or promotion of certified organic products
 - d. products, services, technology and equipment supporting organic agriculture and trade
 - e. products and services allowed for use in certified organic production
3. It is the responsibility of each company to ensure that all their organic products listed in *The Organic Pages Online*TM are in compliance with appropriate organic regulations where the products will be sold. An example of an applicable regulation includes the USDA National Organic Program (NOP). Ingredients or products intended for use in organic farming or processing and products such as farming supplies and processing aids, must be compliant with applicable organic regulations. Products that do not meet these requirements are not allowed to be listed in *The Organic Pages Online*TM.
4. Personal care products, pet products, dietary supplements, textiles, cleaning products, and other products that are not regulated by the USDA and/or the Canadian national organic standards must only be listed as including specified certified organic ingredients or components, unless the product meets specified organic certification standards. Products in these categories that do not contain any certified organic ingredients are not allowed to be listed in *The Organic Pages Online*TM.
5. A company's listing may promote its own products, equipment or services. A company's listing shall not criticize the products, methods or services of any other company. No listing shall discourage or attempt to limit the use, distribution, or marketing of any other organic product or related product or service.
6. No listing shall directly or indirectly promote or advertise any idea or product that is inconsistent with the purpose of OTA.
7. No listing shall infringe the copyrights, trademarks, or other intellectual property rights of any other person or company.

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