



Positions on Public Policy  
**Product Purchase Preferences**

Governments at all levels should avoid influencing consumer decisions using subjective or policy directing campaigns. Voluntary standards and market based mechanisms should be encouraged to allow consumers to make informed purchasing decisions, including using objective, scientific-supported criteria of environmental performance.

Regulatory requirement for products, if justified, should be directed towards the producer. The consumer must be allowed to make the final choice over which product to purchase. All information provided to consumers regarding product purchase alternatives must meet national standards (e.g. in the U.S, Federal Trade Commission standards).