

## Study: 98 Percent of "Eco-Friendly" Products Make Misleading Claims

— By [Josh Harkinson](#) | Mon June 22, 2009 11:32 AM PST

A study of 4,000 "eco-friendly" consumer products found on supermarket shelves found that 98 percent of them make false or misleading claims. The study, presented to Congress earlier this month by the environmental consulting firm [TerraChoice](#), found rampant greenwashing in every product category. Twenty-two percent of the products it evaluated featured an environmental badge, or "green label," that was actually meaningless.

Congress is now debating better ways to clamp down on greenwashing. The Federal Trade Commission, which is supposed to prevent the practice, has taken [almost no enforcement action](#) against greenwashers over the past decade. Senator Dianne Feinstein (D-CA) is contemplating introducing [a bill](#) that would boost federal oversight of eco-marketing, including product labels. While one third of consumers rely on labels to decide if a product is environmentally friendly, there is a confusing jumble of [300](#) competing environmental certification programs that bombards them with competing and misleading claims.