



State of Wisconsin  
Jim Doyle, Governor

---

**Department of Agriculture, Trade and Consumer Protection**  
Rod Nilsestuen, Secretary

May 4, 2007

Mark Kastel  
Will Fantle  
Cornucopia Institute  
P.O. Box 126  
Cornucopia, WI 54827

Dear Sirs:

Thank you for contacting the Department of Agriculture, Trade and Consumer Protection concerning Wal-Mart's use of "organic" in their labeling and signage. As you know, the department administers Section 100.18, Wis. Stats., Wisconsin's Deceptive Representations law and the United States Department of Agriculture ("USDA") administers the Organic Foods Protection Act and the National Organic Program. We are in agreement with the USDA's conclusions and believe they have a direct bearing on our decision about possible violations of S. 100.18.

Attached is a copy of our letter to Wal-Mart in which we discuss "locator" signs which are the large signs that direct shoppers to areas where they might find the product that they want. We also caution Wal-Mart about the use of shelf signs that identify individual products as part of the Wal-Mart Organics line of goods. At this time, there is no further action proposed by the department.

We have recorded your complaint in our computer database, and will continue to monitor Wal-Mart to ensure that their signage is correct. This record will be included in information available to consumers who inquire about the business for a three-year period. It will also assist us in monitoring the business community for unfair business practices.

Thank you again for bringing your complaint to our attention.

Sincerely,

James Rabbitt, Director  
Bureau of Consumer Protection  
DIVISION of TRADE and CONSUMER PROTECTION  
608/224-4920 FAX: 608/224-4939  
jim.rabbitt@datcp.state.wi.us

*Agriculture generates \$51.5 billion for Wisconsin*

2811 Agriculture Drive • PO Box 8911 • Madison, WI 53708-8911 • 608-224-5012 • Wisconsin.gov