

**COALITION for PERMISSIBLE METRIC-ONLY LABELING
AGENDA**

NOVEMBER 6, 2003

**Department of Commerce – Hoover Building
1401 Constitution Avenue, NW
Rooms 6057 - 59**

Times: 9:30 A.M. to 4 P.M.
Lunch 11:30 – 1:00 (with a break at 2:15 P.M.)

- **Introductions**
- **Update:** NIST Activities on permissible metric-only labeling:
 - Published Report on the 2002 Forum.
 - Update on States that permit metric-only labeling.
- **Discussions:**
 - Proposal to amend FPLA.
 - Review of 2003 proposed amendment.
 - Developing a strategy for introducing the amendment to Congress.
 - Goal: eliminate barriers in both Federal and State Laws and regulations to allow the marketplace to determine when to use metric only labeling.
 - Suggestions received from industry:
 - *Re-submit FPLA Amendment in 2005*
 - *Effective date no later than January 1, 2009:*
 - *Manufacturers (primarily exporters and importers) need certainty so they can begin label redesign and production.*
 - *Would then allow metric only packages to be offered for sale globally.*

In the meantime we should:

- *Encourage all states to revise their regulations so that products not covered by FPLA can be labeled with only metric units.*
- *Develop a model guideline that packagers can use to implement metric only labels on their products. The purpose of this “Best Practices” guide will be to help packagers plan for and implement metric only labeling. One suggested step will be for packagers to develop consumer information programs and another will be to work with retailers and local W&M officials to introduce metric only labeling.*
- *Develop a plan to expand industry support for the FPLA amendment (e.g., what should the coalition be doing to recruit: trade associations or companies, retailers who currently sell metric only packages, manufacturers, and retailers.)*

- *Identify and address opposition to the amendment from industry, Congress, and federal agencies.*
- *Identify industry spokespeople to represent the coalition in contacting other potential supporters.*
- **NIST Information and Education Activities**
 - **Industry and Business**
 - Presentation on draft labeling guide: Kathryn Dresser
 - *Weight (for metric units) - draft for review 60 days -- comments due January 6, 2004, to kathryn.dresser@nist.gov*
 - *Fluid Volume, Dry Volume, Linear Measure (length, width, & thickness), Area, and Count*
 - **Consumer Education**
 - Use of metric units: quantities, conversion,
 - Focus on use in nutrition, health and value comparison.
 - What else is needed?
 - Who can we work with?
 - **Unit Pricing**
NIST will:
 - Update the Summary of State Retail Pricing Laws.
 - Develop a Unit Pricing Guide for both metric and inch-pound units.
 - Propose solutions to problems: inconsistent use of units
 - Price/lb and price/quart for the different size packages of the same drink product.
 - Price/lb and price/ounce for spices
 - Price/fl. oz. for wine that is only available in liters.
 - Identify potential issues: currently the UPLR in NIST HB 130 allows for price per kilogram or price per 100 g. In the EU the price per 500 g is used. Should price per 500 g be permitted since it is closer in quantity to 453 g (1 lb)? (\$5.49 per pound, \$1.21 per 100 g, \$ 6.05 per 500 g, or \$12.10 per kg.)
- Plans for reporting activities and future meetings.
- Summary/Action Items
 - We will update the 2002 Report to reflect the outcomes of this meeting.
 - Prepare and distribute labeling guides for comment and publish them as they are completed.