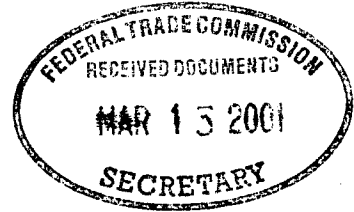


UNITED STATES OF AMERICA
BEFORE FEDERAL TRADE COMMISSION



In the Matter of)
)
)
NATURAL ORGANICS, INC.,)
a corporation, and)
)
GERALD A. KESSLER,)
individually and as an officer)
of the corporation.)
_____)

DOCKET NO. 9294

ORDER DENYING COMPLAINT COUNSEL'S MOTION TO LIMIT EXPERTS

On February 27, 2001, Complaint Counsel filed a Motion to Limit Expert Witnesses. The motion seeks to limit Respondents to calling no more than six expert witnesses. Complaint Counsel asserts that experts in excess of six would result in cumulative testimony and unduly burden Complaint Counsel's right to take effective depositions of each expert.

Respondents filed their Opposition to this motion on March 12, 2001. Respondents assert that, pursuant to the Scheduling Order, they identified "all potential witnesses whom counsel reasonably expect to be called in their case-in-chief." Respondents assert that, in listing fourteen potential witnesses, they are protecting their ability to call these fourteen.

The Scheduling Order requires Respondents to provide Complaint Counsel with their expert reports on March 14, 2001, and for the parties to exchange revised witness lists on March 23, 2001. Complaint Counsel's motion is not ripe. Accordingly, it is DENIED WITHOUT PREJUDICE.

A handwritten signature in black ink that reads "James P. Timony".

James P. Timony
Administrative Law Judge

Dated: March 13, 2001