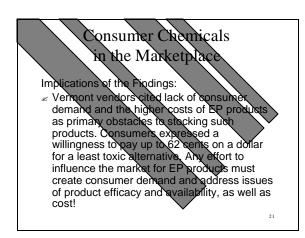


Consumer Chemicals in the Marketplace Implications of the Findings: Despite the professed willingness of Vernont retailers to carry EP products, less than a third are being asked by consumers to do so. The expressed importance of product quality and efficacy require helping consumers make a clean break from any unfavorable experiences with first generation "green" products.

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Consumer Chemicals in the Marketplace Implications of the Findings: Although 82% of Vermonter say they read labels to avoid toxic constituents, in many cases the multi-purpose cleaner they say they used included hazardous ingredients (as listed in the product's MSDS). Charly, product labels either don't tell the "whole" story or the toxicological implications are unclear to consumers.

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Consumer Chemicals in the Marketplace With a better understanding now of the obstacles to EPP in Vermon, members of the Consumer Toxics Use Reduction Committee will fashion a small grants program for Regional Solid Waste Districts and others to use the survey findings to develop initiatives designed to test various incentives and approaches to overcoming identified obstacles to the purchase of EPPs.

