

Chapter 24 Protecting Consumers

The United States Department of Agriculture (USDA) creates guidelines for what foods can be labeled... “organic” in an effort to protect consumers from false advertising.

Holly St. Lifer. “[When you really need to go organic and when plain... “conventional” will do. Use this guide to make the best picks for your health.](#)” Shape. September 2006. FindArticles.com. Accessed November 14, 2006.

The crash safety testing used today by the automotive industry was pioneered by the U.S. Air Force for airplanes.

Carla Kalogeridis. “[A safe bet: fueled by the consumer’s love affair with crash test rating, the auto industry’s on-going, fervent development of safety technologies is a sure thing.](#)” Automotive Industries. March 2004. FindArticles.com. Accessed November 14, 2006.

The Food and Drug Administration’s (FDA) regulation of prescription drug advertising must balance the benefits of informing the public about new medicines with the possibility of misleading consumers.

Carol Rados. “[Truth in advertising: Rx drug ads come of age.](#)” FDA Consumer. July-August 2004. FindArticles.com. Accessed November 14, 2006.

The Better Business Bureau of New Orleans helps alert consumers to the increase in construction fraud during the post-Hurricane Katrina rebuilding effort.

Angelle Bergeron. “[Scam contractors find easy pickings in N.O.](#)” New Orleans CityBusiness. October 23, 2006. FindArticles.com. Accessed November 14, 2006.