

# ***AHA Advocacy @ Work***

## ***R70-101***

# ***Utah Department of Agriculture and food***

UDAF · TAGGING LAW  
REGULATION

***From  
Inception  
to  
Implementation***

# *AHFA Advocacy at Work*

Start each day reviewing *Legiscan* and other regulation/bill tracking platforms

Receive *heads – up email* from a member company or Solution Partner

First Read and analysis/research

Form AHFA Task Group and Circulate for Ideas/Input

Initial outreach to agency and bill sponsors

Initial outreach to other affected trade associations to build like-minded coalitions – strength  
in numbers

Task Group Meeting to Review and Discuss ‘Next Steps’

First Pen of letter or comments to agency/bill sponsor

Circulate to task group for input, edits, and ideas

Final letter or comments to agency, bill sponsor, and State AG

# *AHFA Advocacy at Work*

Start working with the Agency to better understand the regulation from their perspective and engage them regarding *implementation challenges* for the industry.

Task Group develops *'Industry Best Practices'* to demonstrate compliance.

Zoom meetings with UDAF staff

Second Coalition Letter to staff + State AG detailing suggested revisions.

UDAF staff visit to NC - plant tours and meetings with AFHA task group mbrs

AHFA Ground Game in Salt Lake City

Local retailer, Dutko, Local contact, AHFA meeting with staff in Utah

AHFA meeting with Utah staff and CA @ IABFLO - *Best Practices*

Meetings with Legislature and Agency Commissioner + UDAF staff

Agency stay, revocation, and revised regulatory language

# *AHFA Advocacy at Work*

New Regulation with New implementation Date  
AHFA Best Practices Incorporated into the New Proposed Regulation  
Open Comment Period  
Continued meetings with UDAF staff  
Provide Written Comments + Best Practices Slide Deck  
Review Proposed Final Regulation  
Utah Ground Game if Needed  
AHFA Member Education and Communication  
Collaboration with AHFA Solution Partners  
Continued Partnership with UDAF - Implementation/Enforcement  
Now on to CA/Paddock  
Model for other State Programs



*Utah Department of Agriculture and Food Online Point  
of Purchase Consumer Right to Know Law – R70-101*  
***Industry Best Practice***

# ***Industry Best Practice***

*Instead of using an image of the law label, an alternative approach is to present the law label information in text format as a glossary of terms as described in this slide deck, i.e., Slide 6.*

The ***Industry Best Practice*** incorporates ***clearly identifiable hyperlinks*** directing consumers to ***information describing the product's filling materials.***

This link is labeled ***filling material descriptions,*** and lead to a dedicated page ***outlining all the necessary details describing the product's filling materials, e.g., a glossary of terms.***

# Industry Best Practice



- Details & Overview
- Dimensions
- Product Reviews
- My Closest Store

[Filling Materials Descriptions](#)

[List of URN and Sterilization Numbers](#)


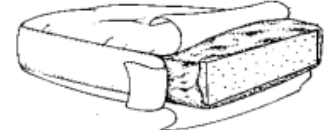
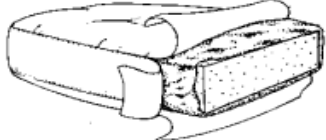
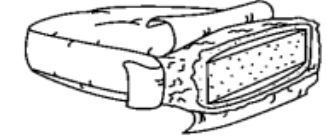
**Hyperlink to Potential Filling Materials Description/Glossary of Terms Page**

**Hyperlink to List of URN and Sterilization numbers where applicable**

# *Industry Best Practice*

## *Sample Generic Descriptions of Possible Cushion Filling Materials*

### **SEAT CUSHION CONSTRUCTION**

<p style="text-align: center;"><b>Comfort Crown</b> Medium Firm</p>	<p>A superior cushion of fine high density &amp; resiliency foam. The core is laminated with a soft foam cap contour cut with a permanently built in crown. It is wrapped in a layer of 1 oz polyester fiber providing excellent durability. The cushion is characterized by a firmer, more tailored look. (Can order EXTRA FIRM by adding notation "Extra Firm" on the order.)</p>	
<p style="text-align: center;"><b>Essential Comfort Firm STD</b></p>	<p>Constructed of a fine grade of firm compression, high resiliency foam. The core is laminated with a soft foam cap that is contour cut with a permanently built in crown. The cushion is then wrapped in a layer of soft compression poly foam. It is characterized by a firmer, more tailored look.</p>	
<p style="text-align: center;"><b>Essential Comfort Soft</b></p>	<p>Constructed of a fine grade of medium compression, high resiliency foam. The core is laminated with a soft foam cap that is contour cut with a permanently built in crown. The cushion is wrapped in a layer of soft compression poly foam. It is characterized by a firmer, more tailored look.</p>	
<p style="text-align: center;"><b>Elegance Plush Medium</b></p>	<p>A relaxed, deep seating cushion constructed with a core of high resiliency foam. The core is laminated with a 2" layer of softer foam-wrap material on each side with a built in crown insert sandwiched in between &amp; then wrapped in a layer of Dacron fiber &amp; inserted into a down proof ticking. The result is a very soft, relaxed look &amp; feel with some comfort wrinkles.</p>	



# ***Industry Best Practice – Company URN and Sterilization Numbers (as appropriate)***

<b>Registration Number</b>	<b>Sterilization Numbers</b>
CA 40328 (VN)	
VA 16871 (CN)	
UT 3931 (VN)	
RI 1611 (ID)	
CA 3854 (IN)	
CA 46514 (VN)	
UT 6490 (CA)	
CA 41146 (VN)	
UT 5047 (MX)	
VA 593 (VA)	PA 6251