286.923 Labeling and advertisement; requirements; circumstances considered as mislabeling.

Sec. 23. (1) All labeling and advertisement of organic products shall comply with the requirements contained in this act and rules adopted under this act.

(2) The director shall consider as mislabeled an organic product meeting any of the following circumstances:

(a) Is false or misleading in any particular, taking into account representations made or suggested by statement, work, design, device, sound, or any combination of statement, work, design, or sound, or any other means as determined by the director.

(b) In the case of a product that originated or was produced in Michigan, does not meet the Michigan organic standards or is not certified by a Michigan registered certifying agent, or both.

(c) In the case of a product that is brought into this state, has not been certified organic.