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## 2014 Report on Cloth Diaper Co-Ops Report

### RDA 2014 Report on Cloth Diaper Co-Ops

*Salt Lake City, Utah* —**Real Diaper Industry Association** announces steps to promote and support distribution of the report. This position paper produced by **Real Diaper Association (RDA)**, examines the impact cloth diaper co-ops have on the cloth diaper movement. It provides guidance about co-ops to protect consumers and to advance both RDIA and RDA's mission of promoting and increasing the use of reusable cloth diapers.

“RDIA is fully supportive of the work done by RDA in this thorough and informative report. Our members are very concerned about not only fraud and unfair business practices and unfair competition, but more importantly, negative consumer experiences. The success of our member businesses requires that families are able to experience cloth diapering in a positive, legal, community conscious way. This experience is key to the long term sustainability of the cloth diapering movement,” said Janelle Cridland, Executive Director of Real Diaper Industry Association.

RDIA's Co-Op/Black Market Imports committee has been working in preparation for release of the report. Soon to be released and available for download will be postcards and posters that will help consumers identify a "clean diaper" versus a diaper obtained from an illegal Co-Op or black market importer. A website ([cleandiaper.org](http://cleandiaper.org)) is being developed that will contain the retailer materials for download, consumer and retailer testimonials, the full RDA report and other valuable information.

## **Consumer Education**

Many consumers have no idea the impact that illegal co-ops have on independent retailers and their local community. By providing retail members with tools to inform their customers about the issue and directing them to the report and [cleandiaper.org](http://cleandiaper.org), we are confident that more consumers will have the ability to make informed choices about where and how they purchase products for their families.

“We’ve long supported families in saving money by using reusable cloth diapers, regardless of style or brand,” says Heather McNamara, Executive Director of the Real Diaper Association. “However, illegal cloth diaper co-ops put the long-term sustainability of the practice of cloth diapering at risk, so we issued this report to help inform our cloth diapering constituents about their buying choices.”

### **RDA 2014 Report on Cloth Diaper Co-Ops Report Availability**

2014 Report on Cloth Diaper Co-Ops Report is available for immediately download at <http://realdiaperassociation.org/cloth-diaper-co-ops/RDAPositiononClothDiaperCo-ops.pdf>.

Founded in 2008, Real Diaper Industry Association is a trade association bringing together the cloth diaper industry, serving diaper services, manufacturers, artisans, retailers and associate members serving the cloth diaper industry.

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#### **For more information, press only:**

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#### **For more information on RDA 2014 Report on Cloth Diaper Co-Ops Report:**

[http://realdiaperindustry.org/Resources/Documents/realdiaperassociation.org\\_cloth-diaper-co-ops\\_RDAPositiononClothDiaperCo-ops.pdf](http://realdiaperindustry.org/Resources/Documents/realdiaperassociation.org_cloth-diaper-co-ops_RDAPositiononClothDiaperCo-ops.pdf)