UNITED STATES OF AMERICA

FEDERAL TRADE COMMSSION WASHINGTON, D.C. 20580

Division of Advertising Practices

September 30,2005

By mil and Facsimile

A1 Pope, President and CEO
Gene Gregory, Senior Vice President
United Egg Producers
1720 Windward Concourse
Suite 230

Alpharetta, Georgia 30005

Re: Complaint Seeking Action Against the United Egg Producers for Deceptive Advertising in Connection with the "Animal Care Certified" Program

Dear Messrs. Pope and Gregory:

On June 18,2003, Compassion Over Elling (""OK") filed a complint with the Federal
Trade Commission ashng the Commission to take action against the United Egg Producers'

("my) Animal Care Certified certification program. COK contends, among other things, that
the Animal Care Certified (or "ACC") sea1 on egg cartons is misleading because it communicates a level of care and humane treatment for hens that is superior to the actual conditions permitted under the certification program.

The Cdwssion staff also received a referral of this matter from the

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Room 3932-S, STOP 0296
1400 Independence Avenue, SW
Washington, DC 20250-0256

September 22,2005

Mary K. Engle
Associate Director

Division of Advertising Practices Federal Trade Commission

Produced in Compliance with United
Egg Producers Animal Husbandry Guidelines