

**Compassion  
Over Killing**

Post Office Box 9773  
Washington, DC 20016  
T 301-891-2458  
F 301-891-6815  
cok net • info@cok net



**COMPASSION**  
**OVER KILLING**

1 3 2 1 5 MAY 27 P 1 :25

May 26, 2005

Compassion Over Killing (COK) is a nonprofit, 501(c)(3) animal advocacy organization based in Washington, D C Working to end animal abuse, COK focuses on cruelty to animals in agriculture and promotes vegetarian eating as a way to build a kinder world for all of us, both human and nonhuman

Dockets Management Branch  
Food and Drug Administration  
Room 1061  
5630 Fishers Lane  
Rockville, MD 20852

Re: Docket No. 2003P-0270/CP1

Dear Sir/Madam:

I am writing to supplement our pending petition following a letter penned by Congresswoman Schakowsky urging the FTC to act on a consumer protection matter involving the United Egg Producers' "Animal Care Certified" logo.

Please consider the enclosed letter part of the record.

Thank you.

Sincerely,

Erica Meier  
Director

Encl.

**Board of  
Directors**

Steven Cucolo,  
President

Amy Trakinski, Esq.,  
Vice President

Leonard Egert, Esq.,  
Secretary

**Advisory Board**

Michael Greger, M D

Miyun Park

Christopher Patterson,  
D V M

Peter Petersan, Esq

Paul Shapiro

2003P-0270

SUP 4



JANICE D. SCHAKOWSKY  
9TH DISTRICT, ILLINOIS

COMMITTEE ON ENERGY AND COMMERCE

CHIEF DEPUTY WHIP

1027 LONGWORTH HOUSE OFFICE BUILDING  
Telephone: 202-225-2111  
Fax: 202-226-6890  
TTY: 202-225-1904

**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515-1309**

5533 N. BROADWAY, SUITE 2  
CHICAGO, IL 60640  
Telephone: 773-506-7100  
Fax: 773-506-9202

820 DAVIS STREET, SUITE 105  
EVANSTON, ILLINOIS 60201  
Telephone: 847-328-3409  
Fax: 847-328-3425

1420 RENAISSANCE DRIVE, SUITE 102  
PARK RIDGE, IL 60068  
Telephone: 847-298-2128  
Fax: 847-298-2173

May 24, 2005

Mrs. Deborah Platt Majoras, Chairman  
Federal Trade Commission  
600 Pennsylvania Ave., N.W.  
Washington, DC 20580

Dear Chairman Majoras:

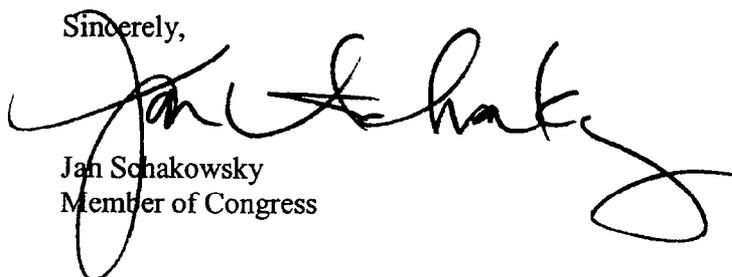
I have recently learned that the Better Business Bureau alleges that nationwide advertising by the United Egg Producers, Inc. ("UEP"), specifically the "Animal Care Certified" logo appearing on egg cartons, is misleading to consumers, and that the Bureau has referred the case to the Federal Trade Commission for enforcement. I understand that a petition to the FTC to prohibit this specific advertising, first filed by an animal protection organization on June 11, 2003 and supplemented on several occasions with consumer surveys, expert opinions, and binding precedent, remains pending.

I strongly urge the Commission to act on the Better Business Bureau's August 25, 2004 case enforcement referral (NAD Case Report #4108, NARB Panel Report #121). If it is determined that this is a case of false advertising, I suggest that the FTC prohibit further distribution of the advertising and require corrective action.

As you are aware, few goods on the market are as commonly consumed as eggs, and I understand that the advertising in question is prominently in use in stores across the nation. I am concerned that advertising which has been determined to be false and misleading by the Better Business Bureau and which affects the majority of consumers in this country, has yet to be addressed by the Commission.

I would appreciate your notifying me of the Commission's decision regarding this matter as soon as possible. It is essential that action be taken quickly to protect consumers. Thank you for your attention to this request.

Sincerely,



Jan Schakowsky  
Member of Congress