

Alec Jaffe, Founder
Alec's Ice Cream
419 1st St
Petaluma, California 94952, US

Dear Alec,

On April 11, Farm Forward published a [major investigation](#) that found widespread animal abuse and neglect of cows managed by Alexandre Family Farm (Alexandre). The investigation was covered in [The Atlantic](#), and the [response](#) to the investigation has been overwhelming.

Alexandre markets its products as “humane,” “regenerative,” and “climate friendly.” Those claims are false and function to deceive Alec's Ice Cream customers via greenwashing and humanewashing.

Farm Forward is calling on Alec's Ice Cream to immediately drop Alexandre as a supplier.

Our investigation has revealed that Alexandre systematically neglected and abused animals, and that their actions led to the extreme suffering of hundreds of cows. Contrary to Alexandre's claims that they are regenerating the environment and improving the climate, we found evidence that they may be violating water protection laws and by improperly composting dead animals and dumping manure in waterways.

Furthermore, we are asking Alec's to cease marketing your products as “the first-ever regenerative organic ice cream—one that's improving our world through the way it's created,” one that “improves the lives of animals,” and similar claims, including in the FAQ section of your website that “Yes, and yes - we are very proud to source all of our dairy from Alexandre Farms, the first Verified regenerative dairy! ALL of their dairy is certified humane.” In light of the investigation's findings, all claims that have been influenced by Alexandre's reputation should be dropped immediately.

Despite Alexandre adorning its website's homepage with the Regenerative Organic Certified (ROC) logo and name, and listing ROC on its “Our Certifications” webpage, we understand that only a small percentage of Alexandre farms are actually ROC certified (fewer than 300 of the more than 5,000–9,000 cows raised by Alexandre, or roughly 3–6 percent). Is the dairy used by Alec's Ice Cream actually from a Regenerative Organic Certified site, or is Alec's Ice Cream benefitting from the “halo effect,” naming Alexandre's ROC certification without noting that the ROC certification only applies to a tiny percentage of Alexandre milk — perhaps not the milk used by Alec's Ice Cream?

As you know, the Federal Trade Commission Green Guides require that marketers “ensure that all reasonable interpretations of their claims are truthful, not misleading, and supported by a reasonable basis” through scientific evidence obtained and evaluated objectively by qualified persons (§ 260.2), that environmental marketing claims “not overstate, directly or by implication, an environmental attribute or benefit” (§ 260.3[c]). Given Alexandre’s deceptive marketing, Alec’s Ice Cream’s marketing claims may violate FTC standards.

We see that Alec’s Ice Cream has taken down your [“Our Impact”](#) page that had claimed that regenerative farming “improves the lives of animals,” that Alec’s is the “First Regenerative Organic Ice Cream,” and that Alexandre is “proving cows actually help reverse climate change.” This step is appreciated, but you make related claims elsewhere, and if you don’t want to acknowledge Alexandre as a supplier, why are you still sourcing their products?

Also, [recent research](#) disproves the claim that cattle grazing can cancel out climate emissions, and there is a broad scientific consensus that we must shift away from climate intensive animal products like cow dairy in order to meet climate goals. Given the climate and animal welfare impacts of dairy we encourage you to remove dairy from your products entirely.

I would be glad to discuss this topic further and would be grateful for a timely response.

Best,



Andrew deCoriolis
Executive Director