

Francisco Pergola, Co-Founder & CEO
Tomas Pergola, Co-Founder & COO
Cheddies Crackers
227 North Loop 1604
San Antonio, TX 78232

Dear Francisco and Tomas,

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 [response](#) to the investigation has been tremendous.

Alexandre markets its products as “humane,” “regenerative,” and “climate friendly.” Those claims are false and function to deceive consumers via greenwashing and humanewashing. 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 are improperly composting dead animals across the landscape.

Farm Forward is calling on Cheddies Crackers to drop Alexandre as a supplier.

Furthermore, we are asking Cheddies Crackers to cease marketing your crackers as made with dairy from a farm where “cows are treated well,” and from “happy cows,” and so on, claims that appear to be, in part, based on Alexandre’s false marketing. Cheddies has also said that, because of Alexandre, Cheddies products are “Good for the Cows.”

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]), and that marketers “not make unqualified general environmental benefit claims” (§ 260.4[b]).

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 milk used by Cheddies Crackers actually from a Regenerative Organic Certified site, or is Cheddies Crackers benefitting from the “halo effect,” relying on Alexandre’s

regenerative claims without noting that the ROC certification only applies to a tiny percentage of Alexandre milk—perhaps not even necessarily the milk used by Cheddies?

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