

Joe and Serenity Carr, Founders
Serenity Kids
7421 Burnet Rd #165
Austin, TX 78757

Dear Serenity and Joe,

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 Serenity Kids customers via greenwashing and humanewashing.

Farm Forward is calling on Serenity Kids 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 Serenity Kids to desist marketing your products with claims that amplify Alexandre's deceptions. For example, you refer to Alexandre's “ethical practices,” and you tout Alexandre's reputation as “America's first certified regenerative dairy!” where people acting as “caretakers” of the cows source “ingredients you can trust—for little ones you love.” 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 milk used by Serenity Kids actually from a Regenerative Organic Certified site, or is Serenity Kids 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 including the milk used by Serenity Kids?

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]). Given Alexandre’s deceptive marketing, related marketing claims may violate FTC standards.

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