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VIA HAND DELIVERY

~~The Honorable Donald S. Clark~~

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Secretary
Federal Trade Commission
600 Pennsylvania Avenue, N.W.

www.bryancave.com

Room H-172
Washington, D.C. 20580

Dear Secretary Clark:

Chicago
Hong Kong
Irvine
Jefferson City
Kansas City

MONSANTO
imagine



MONSANTO COMPANY
800 NORTH LINDBERGH BLVD
ST. LOUIS, MISSOURI 63167
<http://www.monsanto.com>

Ms. Mary K. Engle
Associate Director
Division of Advertising Practices

600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580

Post-Descriptive MAIL ROOM INFORMATION CENTER

processes are facing daily... C DGT TL

make it more difficult... C 11 1 1

been successful in curbing the ever-increasing tactic among milk processors to

... ..

buying milk, look at the label. If it says it's 'from

choice for you and your family. Attachment A.

Kleinpeter's claim that milk from non-supplemented cows is healthier for children

is patently false -- there is no evidence to suggest that milk from rBST-

from cows supplemented with rBST is no different than milk produced by non-

health of our cows, their milk and our customers” is false and misleading and,

therefore, violates the FTC Act’s prohibition on deceptive practices.

*this one step further and be completely
hormone free (Emphasis added)*
Attachment C.

The impact of the

other consumers are led to believe that there is a difference between milk from
cows supplemented with rBST and other milk. They are also being told that milk
from supplemented cows is somehow unhealthy. Companies like Kleinfelder

incentive bonuses to produce superior milk containing higher levels of vitamins, minerals and protein. Attachment D.

As explained above, milk from rBST-supplemented cows is indistinguishable from

Sunshine Dairy Foods, Inc. (SDF) is a family-owned and operated business.

into thinking that rBST use is somehow related to the quality of milk:

Sunshine Dairy Foods believes in the basic
needs of dairy products. We are proud

~~The prominent message of this advertisement that Dutch Wax milk is superior~~

to milk from cows supplemented with DDT misleads consumers in violation of

milk processors to charge higher prices. Commissioner [redacted]

James D. Davidson, C. A. ... 14

[Redacted]

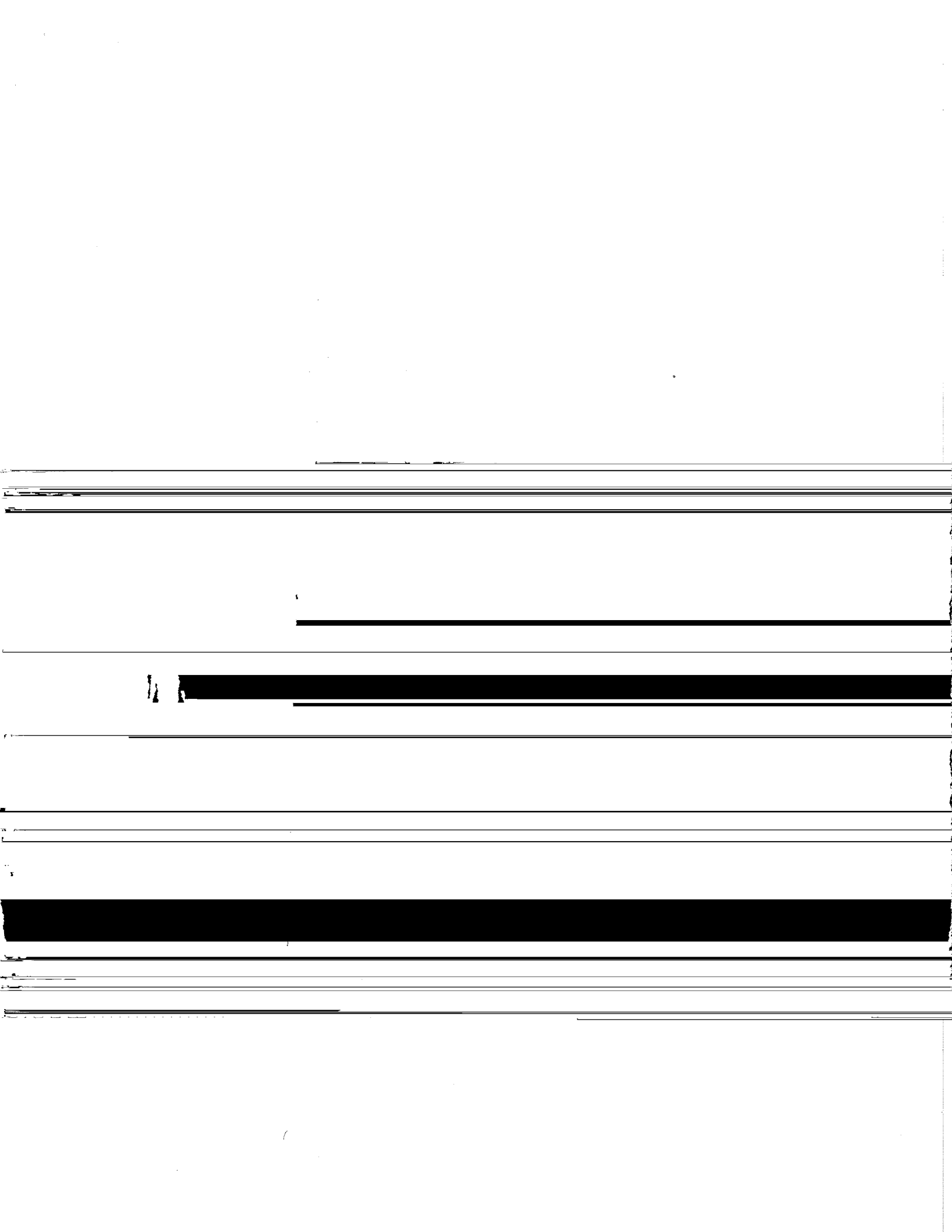
[Redacted]

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[Redacted]

Conclusion

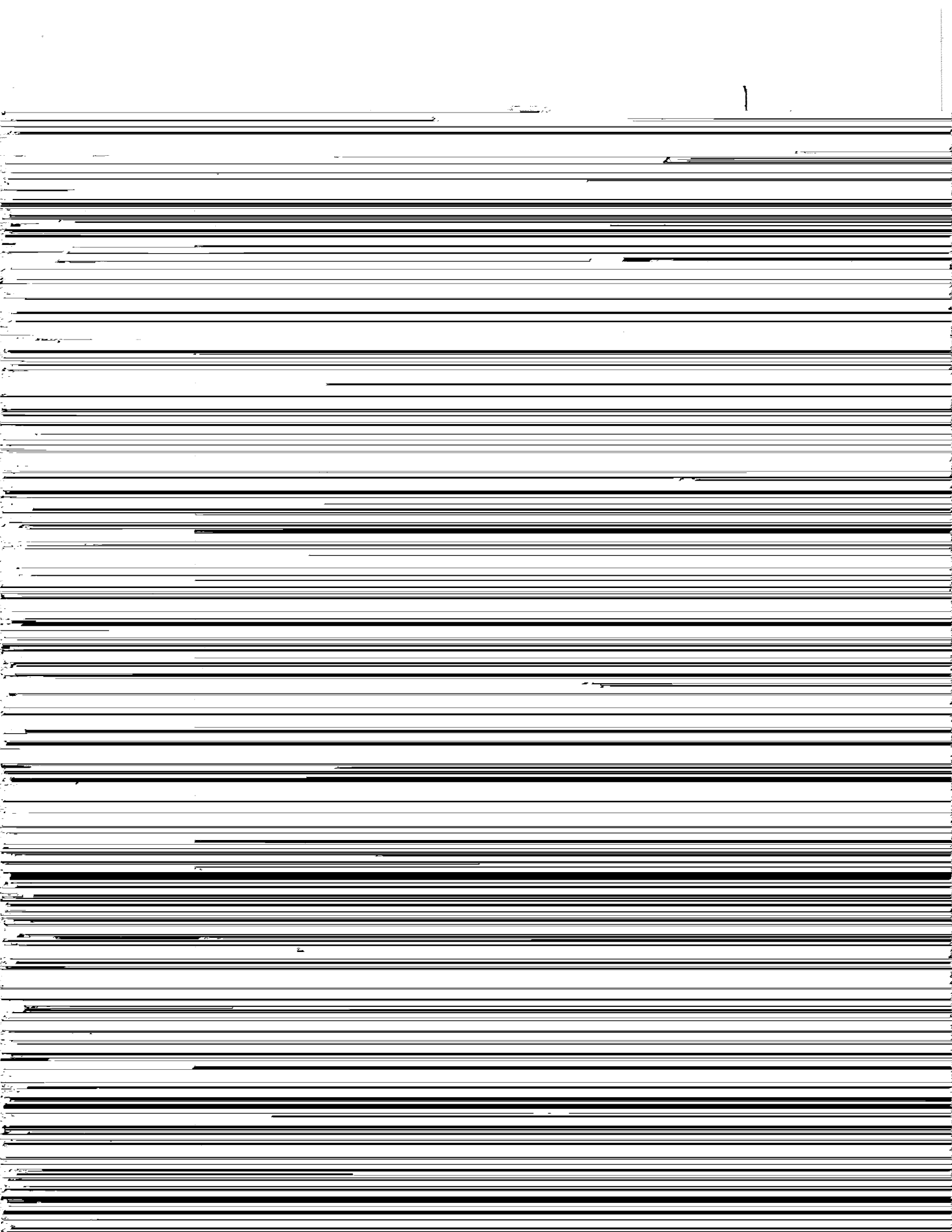
Deceptive labeling practices regarding milk from cows supplemented

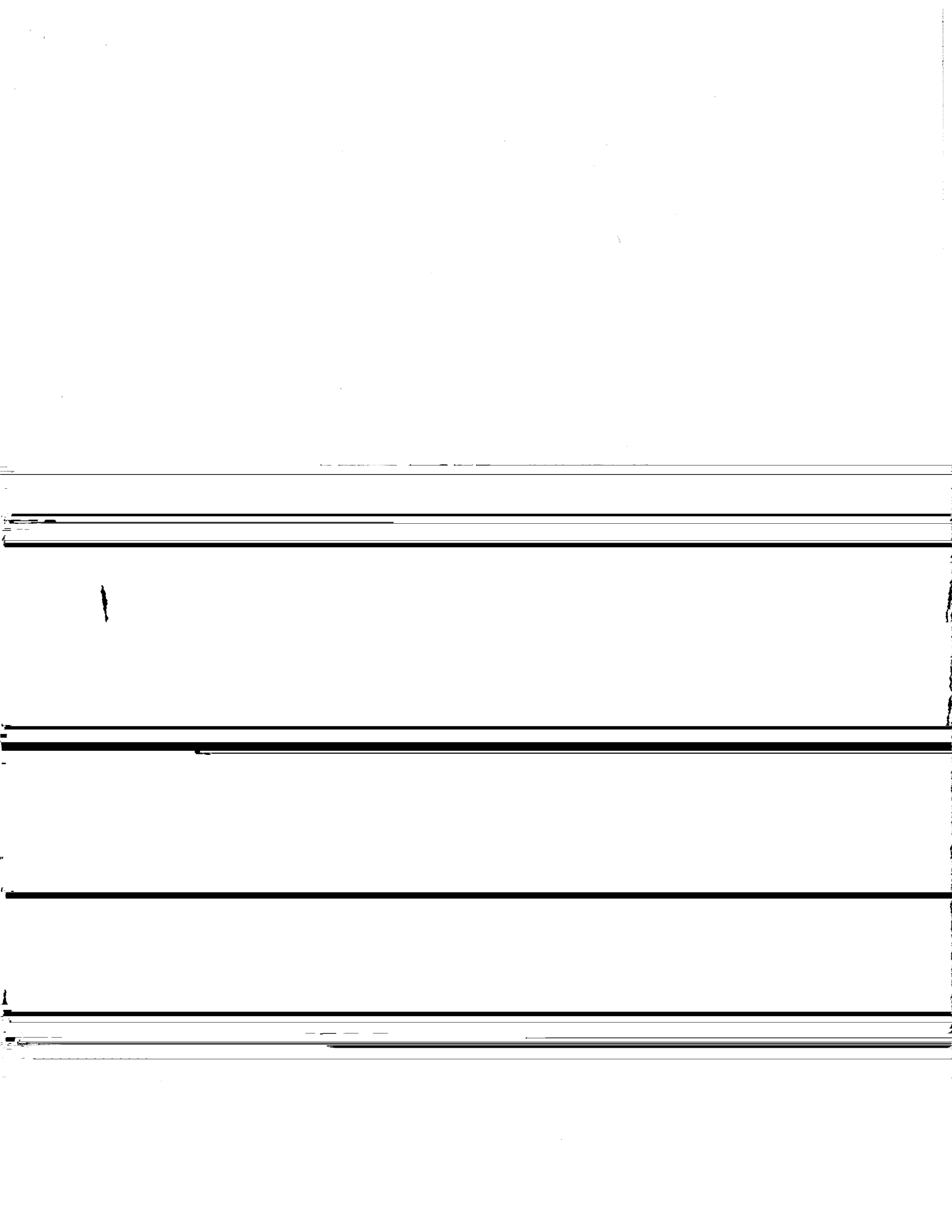


Kleinpeter Dairy



VALLEY MILK PROCESSING CO. MILK

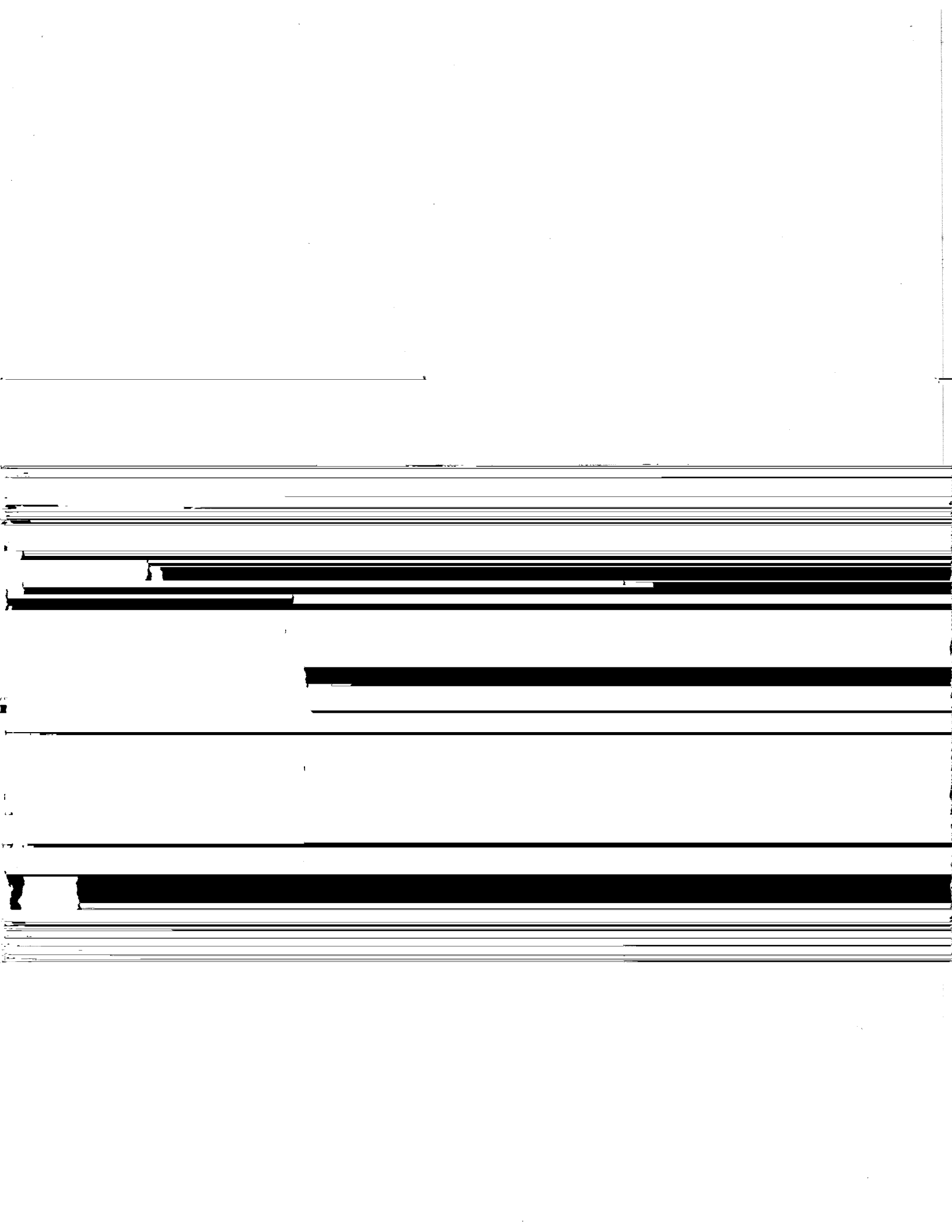


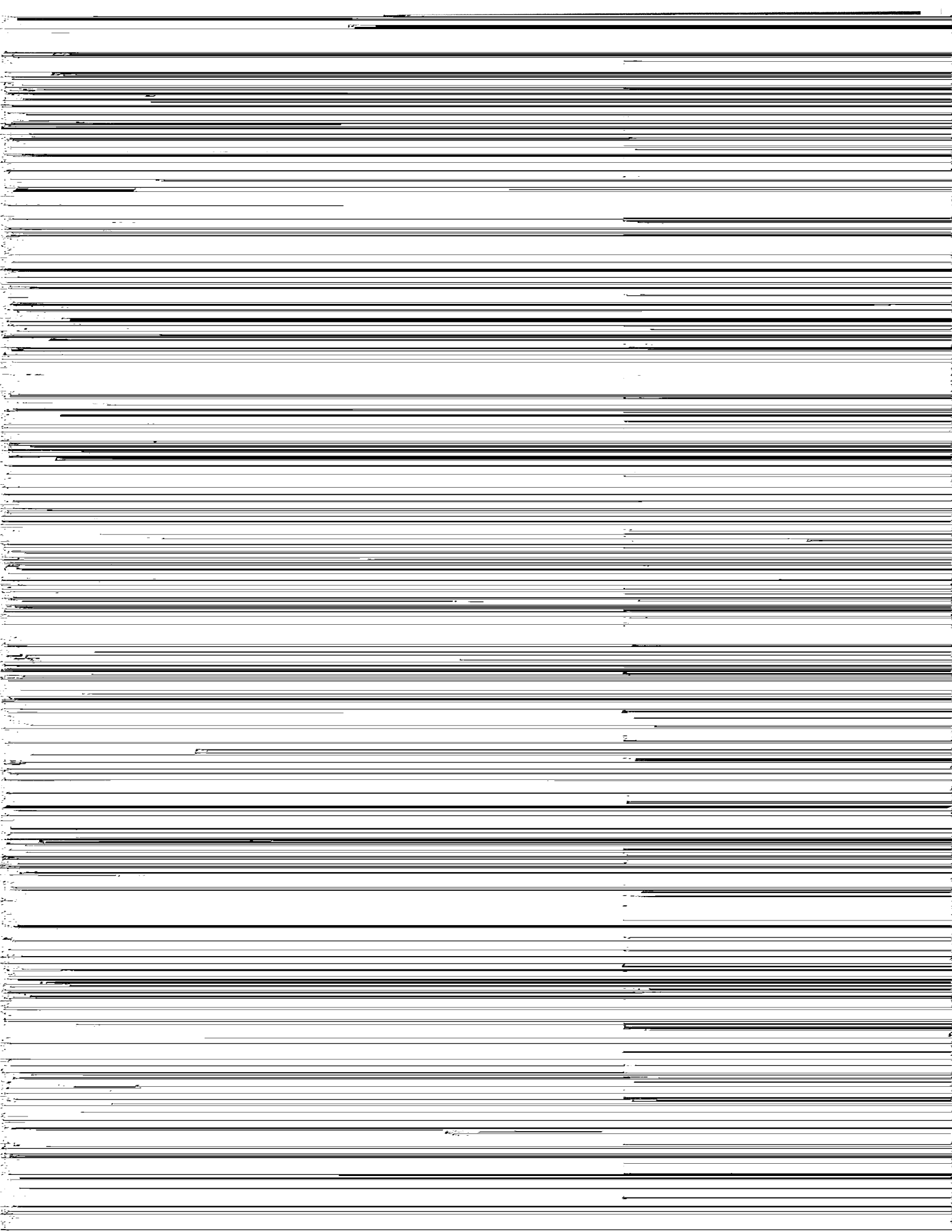


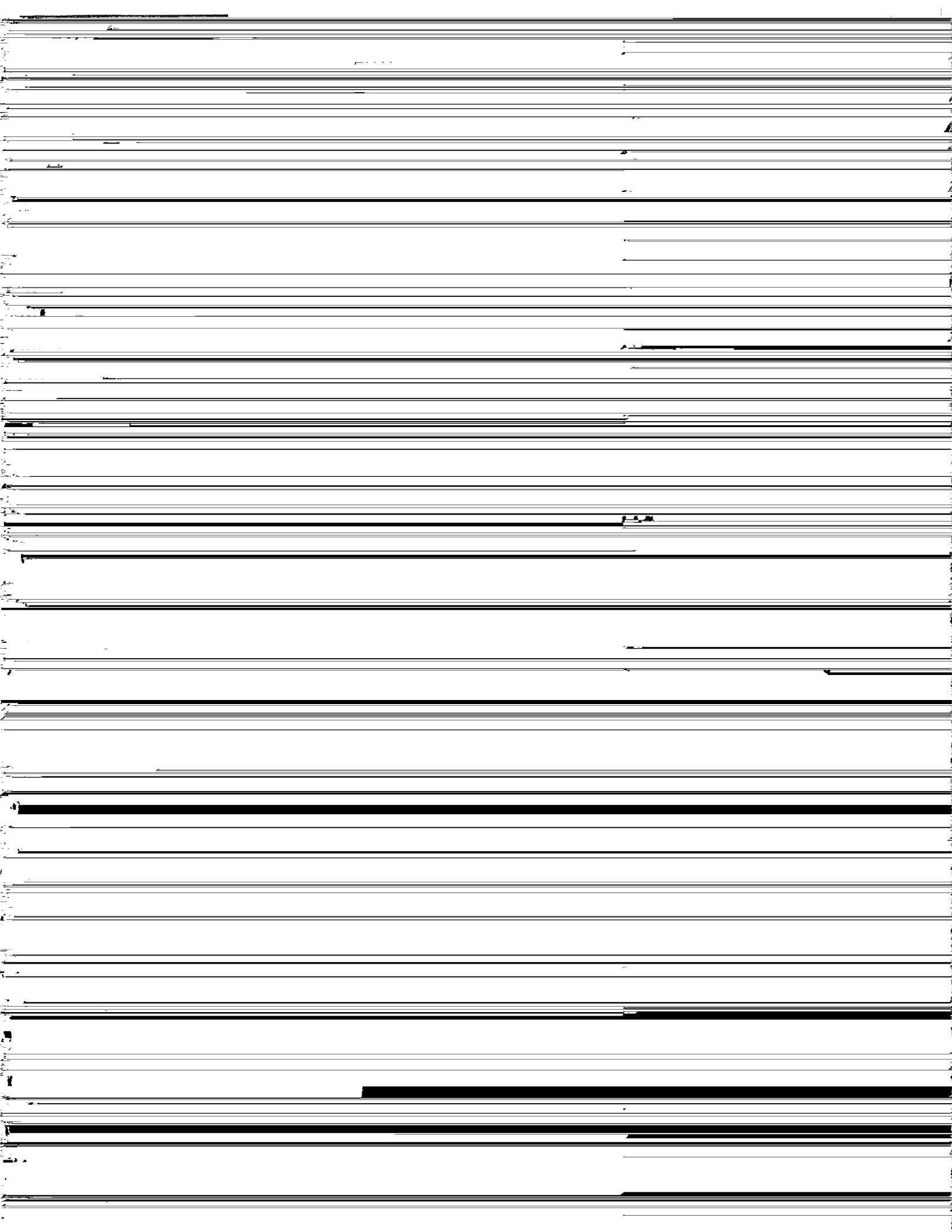
Alta Dena Dairy

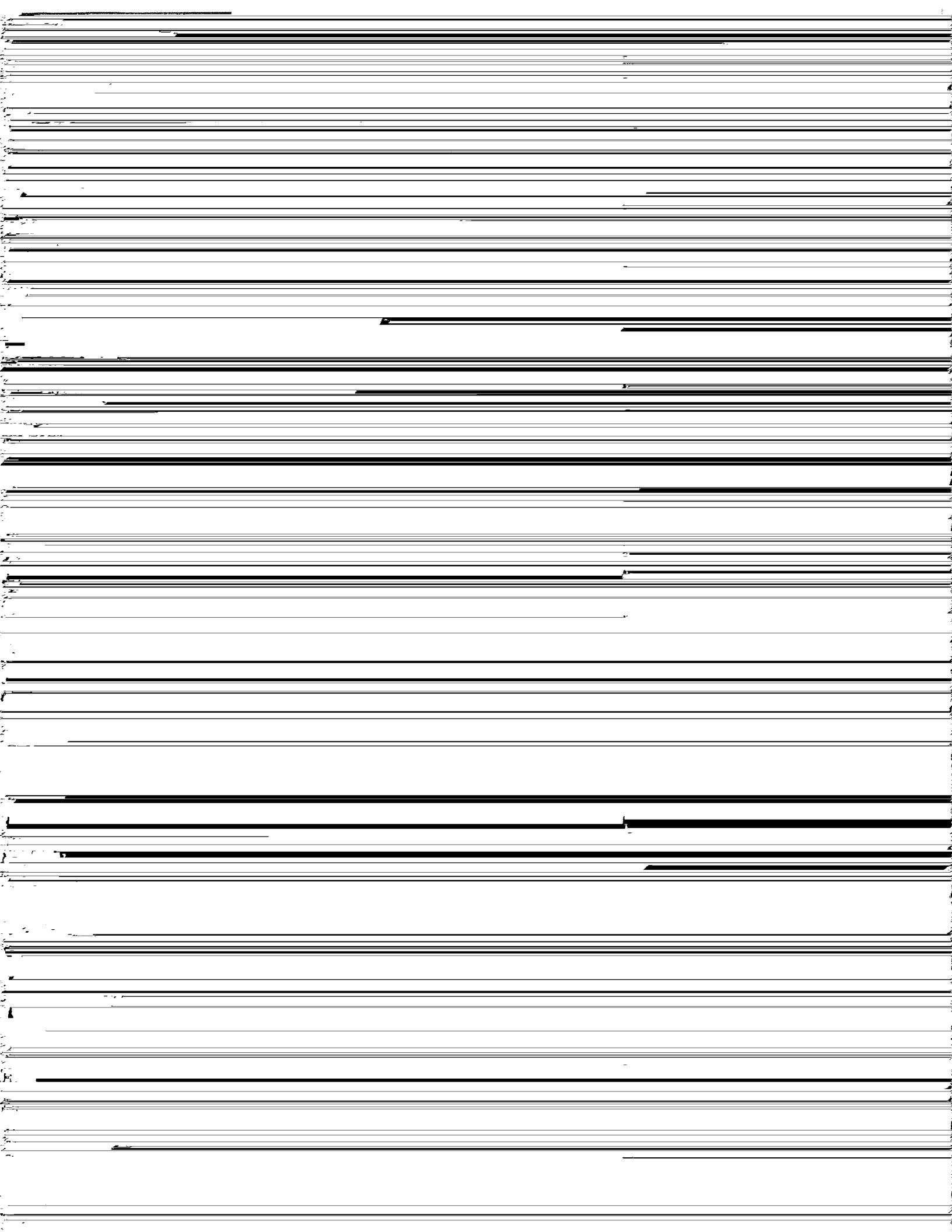
ALTA DENA DAIRY

ALTA DENA DAIRY







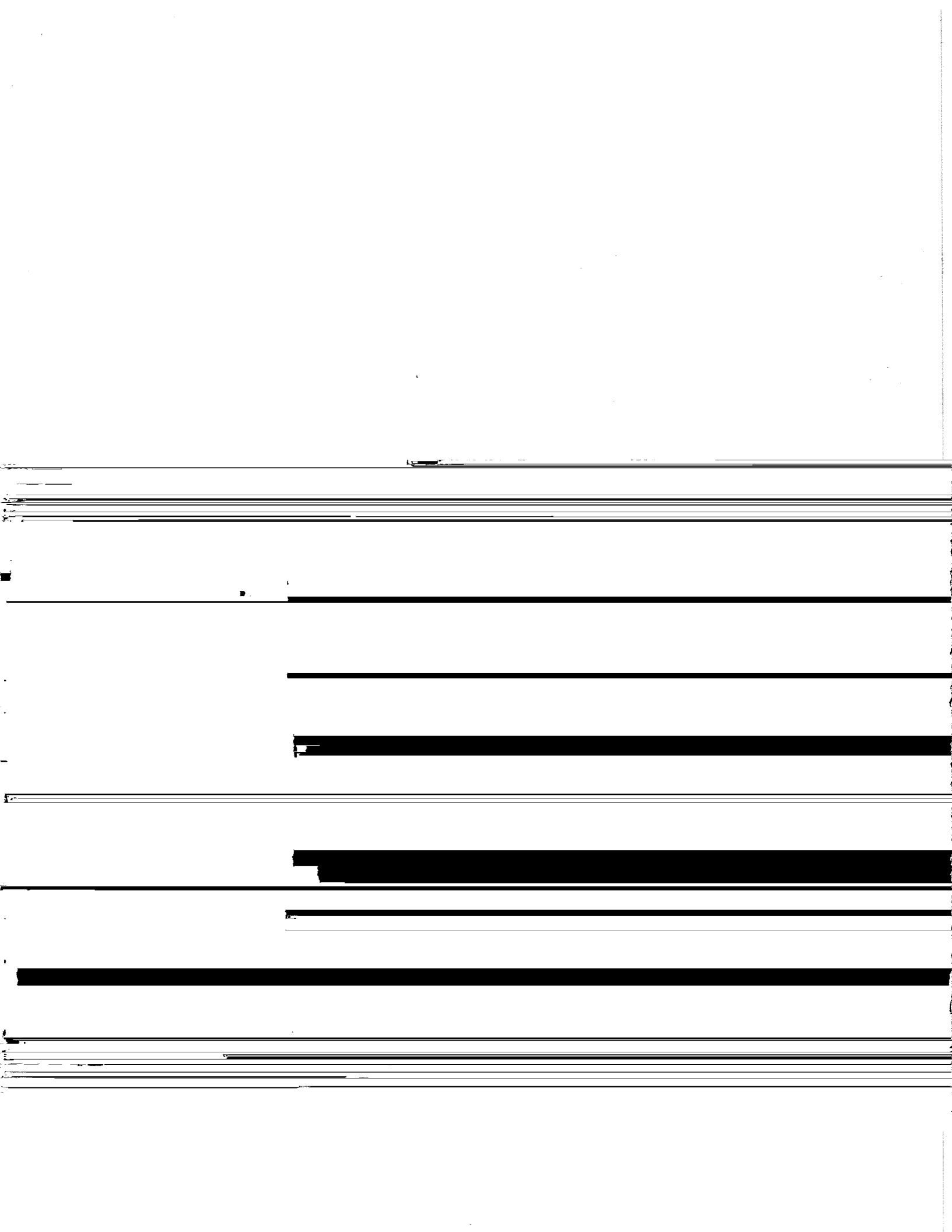


ATTACHMENT D

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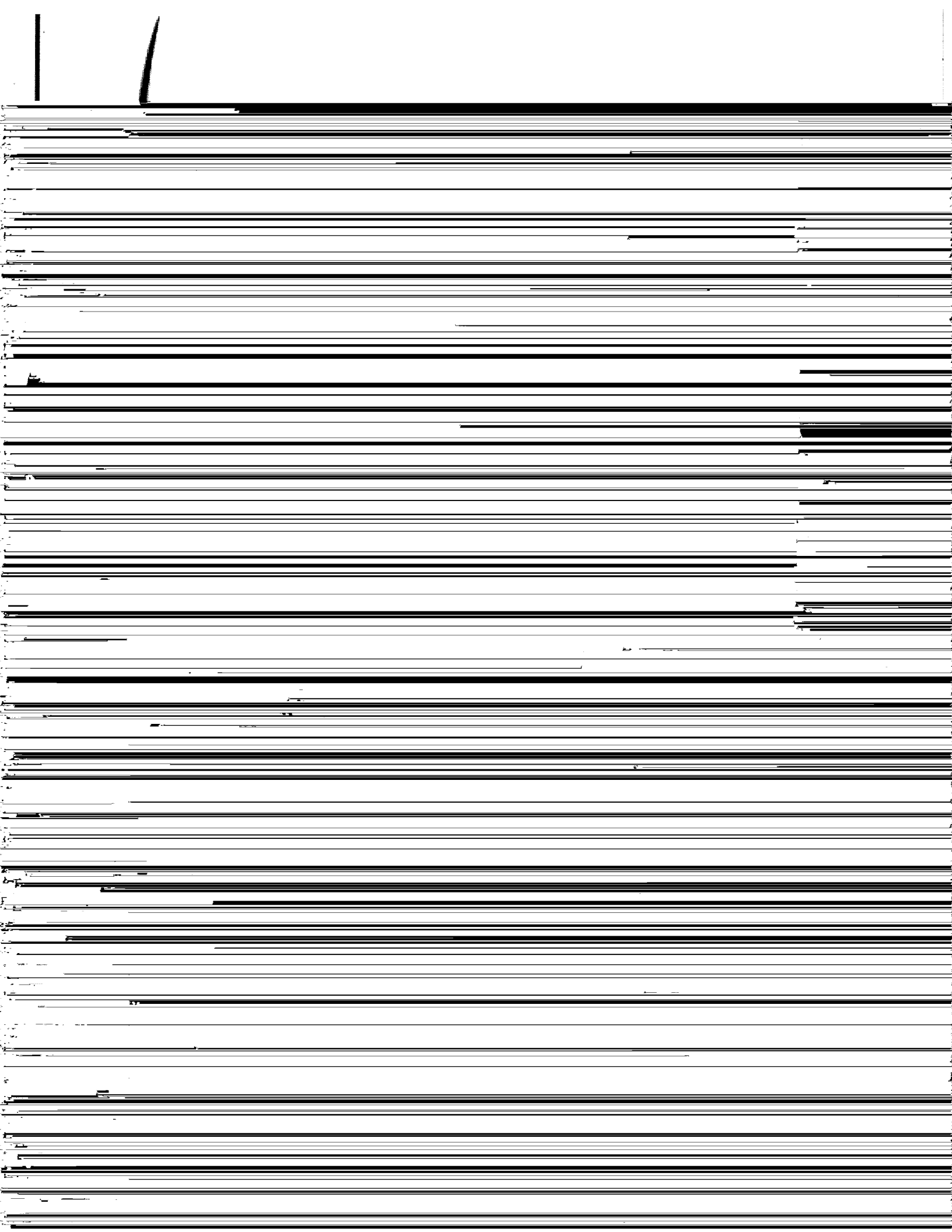






ATTACHMENT F





ATTACHMENT G

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A thick horizontal black line at the bottom of the page, likely representing a signature or a separator.

[REDACTED]

[REDACTED]

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Schepps Dairy

<http://www.scheppsdairy.com/products.html>

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