

Joe Baird, CEO
Sarah Templeton, Senior Brand Manager
Rumiano Cheese
511 9th St, Crescent City
CA 95531

Dear Joe and Sarah,

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 Rumiano Cheese’s customers via greenwashing and humanewashing.

Farm Forward is calling on Rumiano Cheese to immediately drop Alexandre as a supplier.

Furthermore, we are asking Rumiano’s to drop all marketing claims that have been influenced by Alexandre’s reputation, such as [your claim](#) that Rumiano Cheese “benefits the animals and consumers by helping produce healthy and humane dairy products,” a claim that has been repeated on your behalf by retailers like [Azure](#) and media like the [San Francisco Bay Times](#), as well as companies like [Morrison](#). In light of the investigation’s findings, all claims that have been influenced by Alexandre’s reputation should be dropped immediately.

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]).

Rumiano Cheese claims a deep commitment to regenerative agriculture and certifications. 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 Rumiano Cheese actually from a Regenerative Organic Certified site, or is Rumiano Cheese benefitting from the “halo effect,” knowing that Alexandre markets itself as ROC, and that Rumiano markets its cheese sourced from Alexandre dairy as regenerative, while Alexandre’s ROC certification only applies to a tiny percentage of Alexandre products—perhaps not the Alexandre products used by Rumiano Cheese?

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 begin shifting away from using dairy in 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