Deborah Baron, Plant-Based Protein Buyer
Rainbow Grocery
1745 Folsom St
San Francisco, CA 94103

Dear Deborah,

On April 11th, Farm Forward published a major investigative report that found widespread animal abuse and neglect of cows managed by Alexandre Family Farm (Alexandre). The investigation was covered in *The Atlantic*.

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.

We did not uncover a handful of isolated incidents or "a few bad apples." Instead, with the help of whistleblowers and veterinary experts, we found that Alexandre has practiced systematic abuse and neglect, driven from the top of the company, over a period of at least five years.

Certified Humane, which has historically certified Alexandre's products, appears to have delisted Alexandre from its list of "Producers who are Certified Humane." Similarly, Regenerative Organic Certified suspended Alexandre's regenerative certification in February due to an audit report that indicated violations.

Further, The Humboldt County Sheriff's Office Livestock Division supervisor notified Farm Forward that after receiving our report the Sheriff's Office is taking the matter very seriously and has opened an investigation.

Once you read the report, you will understand the numerous reasons that **Farm Forward is calling on Rainbow Grocery to drop Alexandre as a supplier.**

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

Best,

Andrew deCoriolis
Executive Director

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