

FALSE ADVERTISING: HOW TO PROTECT ANIMALS BY LITIGATING FOR CONSUMERS

ALL ANIMALS DESERVE
LEGAL PROTECTION!

SPEAK OUT FOR
FARMED ANIMALS WEEK

OCTOBER 25 – 31

aldf.org/sofaw

[#SpeakOutForFarmedAnimals](https://twitter.com/SpeakOutForFarmedAnimals)



1. Are there any brands that you were buying because of their humane standards and later found out was falsely advertised? Are there any brands you know that are infamous for doing this?
2. Food advertising can be very confusing, are there any resources you use to make sure you know what the labels mean?
3. What are some ways labeling laws can change to make it more user friendly and how should we go about making those changes?
4. We have learned that humane labeling especially can be misleading. Is it better to have labels, even if they can be misleading, rather than having no labels at all?
5. Who should be responsible for preventing false advertising? Should it be up to the corporations to not provide misleading labels, the consumers to know what labels mean, or Congress to better regulate labeling laws?
6. Is it realistic for consumers to understand every label on their food?