



DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS
Office of Consumer Protection

DCCA News Release

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STATE OFFICE OF CONSUMER PROTECTION REACHES AN AGREEMENT WITH UNITED EGG PRODUCERS

HONOLULU -- The State's Office of Consumer Protection (OCP) announced today that Hawaii, along with 15 states and the District of Columbia, reached an agreement with United Egg Producers (UEP) to resolve allegations that the trade association misled consumers regarding standards of care for egg-producing hens.

In early 2005, Hawaii and the other states initiated a multi-state investigation into UEP's "Animal Care Certified" logo. The logo appeared on egg cartons to certify that the birds were treated in a humane manner.

The investigation concluded that the "Animal Care Certified" logo misled consumers about the quality of care, which allowed the forced molting of hens, confinement of birds in crowded wire cages, and debeaking of chicks. In November 2005, UEP discontinued its "Animal Care Certified" logo and adopted its current "United Egg Producers Certified" logo.

"Consumers have a right to know the nature of their purchases," said OCP Executive Director Stephen Levins. "The 'Animal Care Certified' logo implied that a certain level of care was provided, when in fact it was not."

Under the agreement, UEP will not use the "Animal Care Certified" logo or misrepresent the level or type of care given to hens.

The multi-state investigation, led by the District of Columbia Office of the Attorney General, also included the states of Alaska, California, Connecticut, Delaware, Illinois, Iowa, Maine, Massachusetts, Nevada, New Jersey, Ohio, Oregon, Tennessee, Vermont, and West Virginia.

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