



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Division of Advertising Practices

September 13, 2016

Andrea C. Levine, Esq.
Senior Vice President, Director
National Advertising Division
112 Madison Avenue, 3rd Floor
New York, NY 10016

Re: Advertising Claims for Shredlage, LLC and CLAAS of America

Dear Ms. Levine:

I am writing to follow up on your referral to the FTC of the above-mentioned matter. Your referral indicated that the advertisers for Shredlage-brand corn kernel processors, Shredlage, LLC and CLAAS of America, declined to participate in the NAD's self-regulatory process.

After we contacted the companies regarding the NAD referral, CLAAS of America, the entity responsible for the challenged claims, agreed to cooperate with the NAD's inquiry. Subsequently, however, the NAD decided to close its inquiry into the challenged claims.

Accordingly, it appears no additional FTC action is warranted at this time. Our decision is not to be construed as a determination that a violation has not occurred. The Commission reserves the right to take such further action as the public interest may require. The FTC fully supports the NAD's self-regulatory process, and we appreciate your referral and the opportunity to continue to assist in supporting the NAD.

Very truly yours,

Mary K. Engle
Associate Director for Advertising Practices