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**FOR IMMEDIATE RELEASE
September 3, 2021**

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**DISTRICT ATTORNEY JEFFREY ROSELL ANNOUNCES SETTLEMENT OF “GREENWASHING”
CASES WITH CHEWY, PETSMART, PETCO, AND TARGET**

Santa Cruz County District Attorney, Jeffrey Rosell announced that his office, along with 22 other District Attorney’s Offices in California, resolved “greenwashing” cases against Chewy, Inc., PetSmart LLC, Petco Animal Supplies, Inc., and Target Corporation. The lawsuit alleged that the companies sold dog waste bags and other plastic products which were marketed with misleading environmental claims, including their biodegradability.

“Greenwashing” is a marketing tool used to deceptively claim or mislead customers to believe a product is environmentally friendly. Consumers are often willing to pay a premium for such products, believing they will have an environmental benefit.

Certain pet waste bags are often promoted as “eco-friendly” with deceptive claims that their bags are biodegradable or that they break down more easily over time than other plastic bags. Plastic pet waste bags are typically only appropriate for disposal in landfills, which are designed to prevent biodegradation by mummifying trash due to the lack of sunlight, moisture, and oxygen.

The companies took immediate steps to stop the sales and cooperated with prosecutors to refine their processes to ensure ongoing compliance with the law and to reach a settlement. As part of the settlement, Chewy, Inc., PetSmart LLC, Petco Animal Supplies, Inc., and Target Corporation agreed to pay \$600,000; \$500,000; \$375,000; and \$300,000 respectively. Each stipulated judgment also included a court order that prohibits future similar violations.

“Pet lovers who care about the environment deserve to have accurate information about the environmental impact of the plastic products they purchase,” said DA Rosell. “This outcome is a win for our efforts in bringing down deceptive advertising regarding the environmental benefits of certain plastic products.”