

Kansas Administrative Regulations

Kansas Department of Agriculture

Article 11.—Eggs

4-11-4. False advertisement.

An advertisement shall be considered false or deceptive if it bears any reference to size or quality that is untrue or deceptive; or contains any qualifying words with reference to size or quality which are in any way misleading; or if there is any intent, design or purpose not to sell the eggs as advertised and priced therein. Eggs advertised in a manner which indicates price shall also indicate the full, correct and unabbreviated designation of size and quality to which the price refers. The term "fresh" shall be considered false and misleading except when used in connection with grades "AA" and "A," and the term "fresh fancy" shall be considered false and misleading except when used in connection with eggs produced and marketed under a state or federal-state quality controlled program.

(Authorized by K.S.A. 2-2504; effective Jan. 1, 1966; amended Jan. 1, 1972.)

***** Authenticated Kansas Administrative Regulation *****