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29 **UNITED STATES DISTRICT COURT**
30 **CENTRAL DISTRICT OF CALIFORNIA**
31 **SOUTHERN DIVISION**

32 SUSAN TRAN, on Behalf of Herself and
33 all Others Similarly Situated,

34 Plaintiff,

35 v.

36 SIOUX HONEY ASSOCIATION,
37 COOPERATIVE,

38 Defendant.

Case No.

CLASS ACTION COMPLAINT

JURY TRIAL DEMANDED

1 Plaintiff Susan Tran (“Plaintiff”), a resident of California, individually and on
2 behalf of others similarly situated, by and through her undersigned counsel, hereby
3 files this Class Action Complaint for Equitable Relief and Damages, against Sioux
4 Honey Association, Cooperative (“Sioux Honey” or “Defendant”), and alleges as
5 follows:

6 **NATURE OF THE ACTION**

7 1. This is a proposed consumer protection class action against Defendant
8 Sioux Honey for injunctive relief and economic damages based on misrepresentations
9 and omissions committed by Defendant regarding its Sue Bee Products (as defined
10 below).

11 2. Aware of the health risks and environmental damage caused by
12 chemical-laden foods, consumers increasingly demand foods that are pure, natural,
13 and free of contaminants or artificial chemicals.

14 3. With the knowledge of such consumer preferences and intending to
15 capitalize on them, Defendant labels its Sue Bee Products as “Pure,” “100% Pure,”
16 and/or “Natural.” It further promotes and advertises its Sue Bee Products as “100%
17 pure, all-natural American honey.”

18 4. These claims are false, deceptive, and misleading. The Sue Bee
19 Products at issue are not “Pure,” “100% Pure,” “Natural,” or “all-natural” and instead
20 contain glyphosate, a synthetic chemical.

21 5. Glyphosate is a potent, unnatural biocide and human endocrine disruptor
22 with detrimental health effects that are still becoming known, including the prospect
23 of being a human carcinogen.

24 6. Glyphosate was invented by Monsanto, the agrochemical and agricultural
25 biotechnology corporation, which began marketing the biocide in 1974 under the trade
26 name Roundup.

27 7. Defendant markets and distributes the Sue Bee and Aunt Sue’s line of
28 honey products (collectively “Sue Bee Products”). Specifically, the Sue Bee

1 Products at issue¹ include, but are not limited to:

- 2 a. Sue Bee Clover Honey, labeled “Pure”;
- 3 b. Aunt Sue’s Farmers Market Clover Honey, labeled “100% Pure”; and
- 4 c. Aunt Sue’s Raw Honey, labeled “100% Pure” and “Natural.”



27
28

¹ Discovery may demonstrate that additional products are within the scope of this Complaint and Plaintiff reserves the right to add those products

SUEBEE® Honey Is America's Honey!

Enjoy 100% pure American honey every day in your cooking and baking, for health and beauty, and as a healthy energy boost. By choosing Sue Bee Honey, you're supporting the American honey bee, an important part of our ecosystem and agriculture, as well as the American farmer. Sue Bee Honey is produced by a cooperative of American beekeepers, the largest honey marketing cooperative in the world.



100% Natural

Sue Bee Honey is 100% pure honey plus it's nature's perfect quick energy boost. It is fat free and filled with healthy antioxidants. Browse our recipes and tips and see how much honey has to offer you!



A Natural Pairing

The Henningsens are a farm family, and Sue Bee Honey is produced by a cooperative of family farmers. We love the Henningsens' music, and they love Sue Bee Honey.



Promotions

Sue Bee Honey offers exciting giveaways, contests and sweepstakes throughout the year. Don't miss your chance to win. Plus see what's won our previous promotions.



8. Defendant falsely claims that Sue Bee Products are “Pure,” “100% Pure,” “Natural,” or “all-natural,” despite the presence of the synthetic chemical glyphosate.

9. By deceiving consumers about the nature, quality, and/or ingredients of Sue Bee Products, Defendant is able to sell a greater volume of the products, charge higher prices for the products, and take away market share from competing products, thereby increasing its own sales and profits.

1 10. Consumers lack the scientific knowledge and means necessary to
2 determine whether Sue Bee Products are in fact “Pure,” “100% Pure,” “Natural,” or
3 “all-natural” and to know or ascertain the true contents and quality of the products.
4 Reasonable consumers must and do rely on Defendant to report honestly what Sue
5 Bee Products contain and whether the ingredients are in fact “Pure,” “100% Pure,”
6 “Natural,” or “all-natural.”

7 11. Defendant intended for consumers to rely on its representations, and
8 reasonable consumers did in fact so rely. As a result of its false and misleading
9 labeling and omissions of fact, Defendant was and is able to sell Sue Bee Products to
10 the general public of California and realize sizeable profits.

11 12. The sales of Sue Bee Products constitute unlawful trade practices
12 because such sales offend public policy, and are immoral, unethical, oppressive,
13 unscrupulous, and substantially injurious to consumers.

14 13. As a direct and proximate result of Defendant’s false and misleading
15 advertising claims and marketing practices, Plaintiff and the members of the Class
16 purchased the Sue Bee Products because they were deceived into believing that the
17 Sue Bee Products were “Pure,” “100% Pure,” “Natural,” or “all-natural.” As a result,
18 Plaintiff and members of the Class have been injured in fact because the Sue Bee
19 Products were not “Pure,” “100% Pure,” “Natural,” or “all-natural.”² Instead, the Sue
20 Bee Products contain glyphosate, a synthetic biocide with human health effects.
21 Plaintiff and Class Members have suffered an ascertainable and out-of-pocket loss.
22 They would not have purchased or used the products had they known the truth about
23 the nature, quality, and/or ingredients of Sue Bee Products, and they will not continue
24 to use them unless and until remedial action is taken.

25 14. Plaintiff seeks relief in this action individually and on behalf of all

26 _____
27 ² Plaintiff is not seeking damages for any personal injuries in this Complaint; instead,
28 this case is based on Defendant’s misrepresentations and omissions regarding Sue
29 Bee Products purchased by Plaintiff and Class Members during the Class Period,
30 defined below

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