IRAC. Watch these three commercials. Then read the case study below. Once finished, complete the exercise that follows. Link: https://www.youtube.com/watch?v=q84-JtlJTkc&t=5s https://www.youtube.com/watch?v=ncvHtTI0ja0 https://www.youtube.com/watch?v=QWMgO6NYo0g Processed cheese food slices must contain at least 51 percent natural cheese. Imitation cheese slices, by contrast, contain little or no natural cheese and consist primarily of water, vegetable oil, flavoring, and fortifying agents. Kraft, Inc., makes Kraft Singles, which are individually wrapped process cheese food slices. When Kraft began losing market share to imitation slices that were advertised as both less expensive and equally nutritious as Singles, Kraft responded with a series of advertisements informing consumers that Kraft Singles cost more than imitation slices because they are made from five ounces of milk. Kraft does use five ounces of milk in making each Kraft Single, but 30 percent of the calcium contained in the milk is lost during processing. Imitation slices contain the same amount of calcium as Kraft Singles. If this were a court case: 1. What is the issue in this case? What question would the court need to answer to resolve the case? 2. What is the rule of law in this case? Remember, the rule of law is the legal principle the court relies upon to resolve the issue. You are now the judge in this case. Read the arguments below and analyze the case. Argument for Kraft: This statement is completely true—Kraft does use five ounces of milk in each Kraft Single. The FTC is assuming that the only value of milk is calcium. In fact, people might prefer having milk rather than vegetable oil, regardless of the calcium. Argument for the FTC: It is deceptive to advertise more milk if the calcium is the same after all the processing. 30 percent of the calcium contained in the milk is lost during processing. Imitation slices contain the same amount of calcium as Kraft Singles. 1. Write your case analysis. (You are going to apply the rule of law to the facts in this case with the goal of coming to the answer to the issue, and a conclusion to the case). 2. What is your conclusion? How do you rule, your Honor?