

PROTECT THE REPUTATION OF MILK



The Food and Drug Administration (FDA) defines the standard of identity for milk as coming from a dairy cow. However, lack of enforcement of this regulation has resulted in products such as almond, soy and rice beverages being labeled as milk.

This has misguided and confused consumers into thinking dairy imitators have the same nutritional profile as cow's milk, when nothing can be further from the truth.

Recently, the FDA indicated that after years of inaction, it will seek public comment on the standard of identity for milk and dairy products and enforcement of mislabeling on packaging. Comments are being accepted until Monday, August 27.

To ensure the dairy industry's voice is heard, we encourage you to join us in providing comments to the FDA.

Submit a comment to the FDA by Monday, August 27, to ensure they understand the importance of standards of identity in the marketplace.

Personalize your own message to the FDA, or use this recommended option:

Protecting the public's health by ensuring the safety and honesty of our nation's food supply is important to me. Accurately labeling dairy and non-dairy imitators not only enforces the current Food and Drug Administration (FDA) standard of identity, but more importantly, safeguards consumers against dishonest claims on misbranded products.

I want people to know exactly what they're purchasing when it comes to dairy products. Consumers are confused by the misuse of the word 'milk' on imitation beverages, associating the nutritional profile of milk to these products. Milk produced by a cow contains calcium, potassium and protein. Dairy imitators do not provide the same health benefits as cow's milk and Americans deserve the valuable nutrition that dairy products provide. I support the current standard of identity for milk and urge the FDA to enforce it.

Submit a comment to the FDA here.

