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Media Encouraged to Join Conference Call Re: FDA and Dairy Labeling

FarmFirst Dairy Cooperative Encourages Media to Join Conference Call

Madison, Wis. [February 20, 2019] – FarmFirst Dairy Cooperative encourages media to join the teleconference hosted by the National Milk Producers Federation (NMPF) on **Thursday, February 21 at 1:30 p.m. (EST)**. This call will outline NMPF’s recommendations for the U.S. Food and Drug Administration as it considers revision to its regulations regarding the use of dairy terms on labels for plant-based products.

NMPF Executive Vice President Tom Balmer will answer questions regarding the steps NMPF is recommending now that a public comment period on the topic has closed.

For this on-record briefing, interested journalists may call:

Toll-free number: 1-888-537-7715

Participant Passcode: 61546962 #

As a partner to NMPF, FarmFirst Dairy Cooperative encourages media to attend this informational teleconference about an important topic to dairy farmers across the U.S.

“Accurate food labeling is important for all consumers, and dairy is no exception. Dairy foods have built trust among consumers, foods like milk, cheese and yogurt. These words mean ‘wholesome’ and ‘nutritious’ to consumers, and imitation products just can’t compete when it comes to nutrition, appearance or taste experience. More importantly, consumers deserve clarity in the dairy case,” says John Rettler, President of FarmFirst Dairy Cooperative.

“We are eager to work with NMPF and the FDA to begin enforcing their existing definitions of dairy, including the words, ‘milk’, ‘cheese’, ‘yogurt’, and ‘ice cream.’ Other countries have made it clear to food companies that imitation products need to clearly be labeled without these terms, and it is time for the U.S. to catch up on these labeling laws,” says Jeff Lyon, General Manager for FarmFirst Dairy Cooperative. “There is no better time than now.”

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FarmFirst Dairy Cooperative, established in 2013 and based in Madison, Wis., represents farmers in Wisconsin, Minnesota, South Dakota, Michigan, Iowa, Illinois and Indiana by providing legislative and regulatory advocacy,

dairy marketing services, disaster protection, laboratory testing opportunities and industry promotion. FarmFirst Dairy Cooperative is a merger of three long-time prominent Wisconsin cooperatives.

View the Full Press Release online, [here](#). Access cooperative logos and photos, [here](#).