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Statement on FDA Request for Comments on Dairy Food Labeling

Madison, Wis. [September 27, 2018] – “FarmFirst Dairy Cooperative continues to be encouraged by the U.S. Food and Drug Administration (FDA) and their most recent action to receive public comments on the labeling of plant-based products with names that include the names of dairy foods such as “milk,” “cultured milk,” “yogurt,” and “cheese.”

We appreciate Commissioner Scott Gottlieb’s commitment to the issue of addressing misleading food labels. Not only do plant-based alternatives fall short in nutritional equivalency, but they lack the outstanding performance properties of milk when made into dairy products like cheese, butter and ice cream.

At a time when consumers want transparency when it comes to their food, it makes sense to return to the basics of food definitions, especially dairy products. Enforcing the true definition of dairy and its related terms of milk, yogurt, cheese, and butter is simple and straightforward.

FarmFirst Dairy Cooperative’s message has been consistent and clear – that consumers deserve clarity in the dairy case of the grocery store.”

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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.