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## FarmFirst Applauds Reintroduction of the DAIRY PRIDE Act

*Madison, Wis.* [February 28, 2023] – FarmFirst Dairy Cooperative applauds the reintroduction of the DAIRY PRIDE Act today, by Senators Tammy Baldwin (D-WI), James Risch (R-ID), Susan Collins (R-ME), and Peter Welch (D-VT). The DAIRY PRIDE Act would bring clarity to food labeling as it impacts imitation products of dairy foods including milk, yogurt and cheese while ultimately helping consumers make better, more-informed choices of the foods they eat.

“For years FarmFirst has been engaged on the issue to require FDA to enforce milk standards of identity, which prohibit using dairy terms on non-dairy products. We commend Senator Baldwin for her persistent efforts to hold the FDA accountable through her direct communication with FDA and the reintroduction of the *Dairy Pride Act*,” said Jeff Lyon, FarmFirst Dairy Cooperative General Manager. “It’s extremely frustrating that FDA’s recently released dairy draft guidance contradicts their own regulation and definitions, allowing non-dairy products to use dairy names a violation of the Administrative Procedure Act.”

“Consumers deserve to be treated with respect, transparency, and provided with clear and accurate food labels on the food they buy. Further, our dairy farmers deserve recognition for producing such a wholesome, quality product,” says John Rettler, “of Tin Valley Farms in Neosho, Wis., and President of FarmFirst. “Milk is clearly defined by the FDA, and this definition should be enforced.”

The reintroduced legislation requires the FDA to enforce its own existing standards of identity on imitation dairy products within 90 days and require the FDA to report to Congress two years after enactment to hold the agency accountable for this update in their enforcement obligations.

*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. Learn more about FarmFirst Dairy Cooperative by visiting: [www.FarmFirstDairyCooperative.com](http://www.FarmFirstDairyCooperative.com).*

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