



Food Labeling

NMPF to FDA: End Bolthouse Farms' Egregious Labeling of Pea-Based "Milk"

In a letter sent April 4 to the U.S. Food and Drug Administration (FDA), NMPF criticized both Campbell Foods and its California-based Bolthouse Farms brand for the prominent use of the word "MILK" on the center of its package. According to NMPF, Bolthouse violates federal regulations by inaccurately labeling its product as milk, and ignoring FDA standards of identity that make clear milk and other dairy products must be sourced from animals, not plants.

The letter also noted that in many grocery stores the Bolthouse product is sold in the dairy case immediately adjacent to real cow's milk, further leading to consumer confusion about the origin and nutritional content of the product. The "lack of segregation, combined with the deliberate attempt to mislead consumers with the prominent use of the term 'MILK' on the label," can easily confuse customers into believing the pea powder-based product is another brand of cow's milk, NMPF wrote.

The opaque powder-based fluid sold by Bolthouse Farms attempts to replicate the color, taste and mouthfeel of regular milk. But compared to milk's three ingredients, Bolthouse's pea product contains 14, all of which are added during factory processing.

In the fall of 2016, NMPF and the International Dairy Foods Association (IDFA) had contacted Campbell Foods before the launch of its new Bolthouse Farms' pea powder-based beverage, telling the company's general counsel that the product did not adhere to federal standards of identity for dairy foods and therefore should not be labeled as "milk."

To supplement this most recent letter, NMPF created a new graphic to add to its "Dairy Imitators: Exposed" effort, which illustrates the disparities between imitation foods and real dairy foods. The latest edition compares the ingredient lists of both cow's milk and Bolthouse Farms' pea "milk" to highlight the artificial nature of the beverage.

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In this issue

Page 2

Spending Bill Relieves Farms of Air Emissions Reporting Burden

Page 4

NMPF Supports USDA Withdrawal of Organic Animal Welfare Standards

Page 7

NMPF Supports Scientific Evidence to Remove Soy Health Claim

Page 10

FARM Program Achieves ISO Recognition

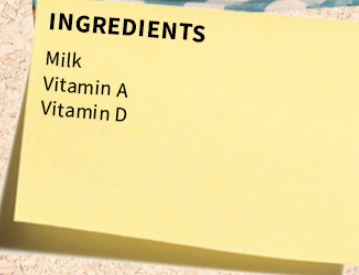
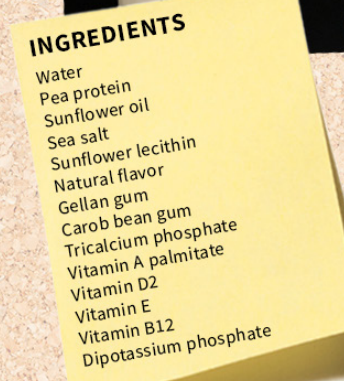
...and more!

DAIRY IMITATORS EXPOSED

Unmasking imitations of real nutritious dairy foods

WITH BOLTHOUSE FARMS, MORE IS NOT ALWAYS BETTER

Bolthouse Farms' plant beverage goes to great lengths to copy the natural, simple goodness of real milk, mixing 14 ingredients in an attempt to mimic its great taste and nutrition. A chemist's cocktail with words you can't pronounce? That's not milk. And placing a large M-I-L-K in the center of the label will never disguise that fact.



Congressional Spending Bill Includes Language Requiring FDA Action Against Dairy Imitators

Congress is directing the U.S. Food and Drug Administration (FDA) take action against mislabeled imitation dairy foods, thanks to NMPF’s efforts to include language in the massive omnibus spending bill approved on March 23.

The spending measure to fund the government for the remainder of fiscal year 2018 includes language instructing FDA to enforce standards addressing dairy imitators. The language used in the legislation is based on the DAIRY PRIDE Act, a bipartisan bill introduced last year in both chambers of Congress to compel FDA to act against misbranded imitations. Given the existing definition of milk as a product of a dairy animal, NMPF has said that stepped-up enforcement efforts by FDA should restrict the ability of beverages made from plant foods from using the term “milk” on their labels,

along with other dairy food names that are defined in the *Code of Federal Regulations*.

At the beginning of 2017, NMPF secured broad bipartisan support for both the House and Senate versions of the bill. For many years, NMPF has pushed FDA to take action against plant-based imitators that mislabel their packages, and worked with dairy advocates in both congressional chambers to generate support for this legislation.

NMPF now plans to work closely with both congressional and FDA leaders to ensure mutual understanding of the enforcement action language included in the spending bill.

Contact: [Paul Bleiberg](#)

Congressional Legislation Relieves Farms of Air Emissions Reporting Burden

As part of the omnibus spending package passed on March 23, Congress has clarified that dairy farm operations do not have to report manure-related air emissions data to the federal government under the CERCLA Act – a major NMPF focus in recent months, and a victory for dairy farmers.

NMPF helped develop bipartisan legislation in both congressional chambers earlier this year to prevent dairy farms from having to generate meaningless air emissions data under the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA). The Senate acted first, with the introduction of the Fair Agricultural Reporting Method (FARM) Act (S. 2421) to prevent farms, ranches and other agricultural operations from having to report livestock manure emissions data under CERCLA. The FARM Act’s lead sponsors included Sens. Deb Fischer (R-NE) and Joe Donnelly (D-IN), along with 18 other Republican and Democratic senators. A companion bill in the House, the Agricultural Certainty for Reporting Emissions (ACRE) Act, was introduced in mid-March by lead sponsors, Reps. Billy Long (R-MO) and Jim Costa (D-CA).

The CERCLA provisions were originally enacted decades ago to deal with accidental hazardous air emissions emergencies from toxic waste sites, not day-to-day farm activities. However, because of recent court decisions, the CERCLA law would have required farms to generate reports that regulatory agencies do not want and will not use.

In 2008, the U.S. Environmental Protection Agency (EPA) exempted most farms from reporting the release of ammonia and hydrogen sulfide under both CERCLA and the EPCRA, deeming such reports unnecessary. However, in April 2017, the D.C. Court of Appeals directed the removal of this



exemption for dairy and other livestock operations from the two federal laws.

In October 2017, EPA filed a motion requesting that the court extend its stay on requiring livestock farm compliance with CERCLA and EPCRA until January 2018. The court was expected to issue its mandate after Jan. 22, but on Jan. 19, EPA filed a request to delay the compliance date for another 90 days. The court granted EPA’s request, giving Congress time to change the underlying legislation at issue in the courts.

Now that Congress has acted on this issue, NMPF will continue to work with other agricultural organizations to ensure that EPA promulgates a final rule that formalizes its October 2017 interim interpretation that farms do not have to report air emissions under EPCRA. EPA interprets that statute as excluding farms that use substances in “routine agricultural operations” from reporting under EPCRA, Section 304. This encompasses routine operations on farms, animal feeding operations, nurseries, other horticultural operations and aquaculture.

Contact: [Clay Detlefsen](#)



NMPF Asks McGill Researchers to Recognize Dairy is Nutritious, Safe

In a [strongly worded letter](#) to a Canadian university, NMPF admonished two authors of a recent study that cited research falsely describing milk as a high-risk factor in spreading foodborne illness. NMPF insisted that the study’s authors must clarify that any significant dairy-related food safety risk is only associated with the consumption of raw milk, not commonly available pasteurized dairy products.

Prepared by a graduate student at McGill University and published in the January issue of the *Journal of Food Science and Technology*, the study compared the nutritional profiles of four imitation dairy beverages to conventional cow’s milk. The research demonstrated that none of the plant-based imitations replicates the nutritional benefits of real milk. However, the study also published inaccurate claims that cow’s milk “has been associated to cause wide spread disease outbreaks around the world.”

NMPF rebuked the authors’ claim, saying it is actually raw, unpasteurized milk that is a demonstrable source of pathogens. The public health risk associated with raw milk is supported by scientific evidence spanning over one hundred

years. Raw milk is a key vehicle in the transmission of human pathogens like *E. coli*, *Listeria* and *Salmonella*, the letter said. The U.S. Centers for Disease Control and Prevention (CDC) has reported that over 70% of foodborne outbreaks involving dairy are attributed to raw milk. It is illegal in both Canada and many U.S. states.

“There is no basis for your statement linking milk consumption to worldwide foodborne outbreaks,” said the letter. “Such a comment has the potential to do incredible, unjustified harm to our industry and has the potential to cause fear in consumers who are seeking nutrient-dense and safe products for themselves and their families.”

NMPF’s Dr. Beth Briczinski later submitted to the journal a formal letter to the editor to clarify the study’s misunderstanding of dairy food safety, saying: “The food safety risk of consuming cow’s milk is misrepresented and thus the authors’ focus has the potential to place unwarranted doubts into consumers’ minds as to the safety of all dairy products.”

Contact: [Beth Briczinski](#)

NMPF Wins Delay on Electronic Logging Mandate, Works to Improve Ag Exemption

NMPF is working to relieve the dairy industry from a pending mandate that dictates all commercial trucks must be equipped with electronic logging devices (ELDs) to track compliance with federal hours of service (HOS) regulations.

The mandate took effect last fall, but agricultural haulers received a three-month exemption until March. NMPF joined others in agriculture in successfully petitioning for an additional three-month delay. As a result, the mandate will now take effect this June.

At the same time, NMPF is working with the U.S. Department of Transportation (DOT) to improve and clarify the existing statutory HOS exemption for haulers moving agricultural commodities from farm to plant. NMPF believes that a dairy terminal or transfer station should be considered a “source” of agricultural commodities. NMPF also commented on how to apply the HOS exemption for agricultural commodities when a hauler is loading a commodity at multiple sources during one trip. Milk is a uniquely perishable commodity, and haulers must often stop at multiple dairy farms to completely fill their tankers. NMPF advocated that milk haulers be able to utilize the 150 air-

mile agriculture exemption beginning at each pickup location.

NMPF [submitted comments](#) urging the DOT to recognize these circumstances and provide clear and consistent interpretation and enforcement guidelines to all states with respect to the application of the agricultural commodities exemption to milk. NMPF will continue to work closely with industry and regulators on this issue.

Contact: [Paul Bleiberg](#)



Animal Health

NMPF Supports USDA Withdrawal of Organic Animal Welfare Standards

On Jan. 17, NMPF [submitted comments](#) supporting the U.S. Department of Agriculture's withdrawal of a final rule on animal welfare standards after a request last December. USDA had [requested comments on withdrawing](#) the Organic Livestock and Poultry Practices rule, originally published in January 2017, which proposed imposing a variety of new animal care and housing standards in the organic program.

NMPF initially expressed concern about the proposed standards in July 2016, saying the changes fall short of those already employed by the National Dairy Farmers Assuring Responsible Management (FARM) Animal Care Program. In its most recent comments, NMPF supported withdrawal of the final rule. The organization stated that the FARM Animal Care Program assures animal care and wellbeing throughout

the U.S. dairy industry, thus the requirements in USDA's final rule are unnecessary and duplicative for dairy cattle. Furthermore, the basis of the FARM Animal Care Program is sound science, and its standards are updated every three years to accommodate the latest research around animal health and wellbeing.

On March 13, [USDA formally withdrew](#) the final rule, determining it exceeded USDA's statutory authority. Additionally, USDA determined withdrawal was justified based on assessments of the Final Rule's benefits and burdens as NMPF comments consistently stated.

Contact: [Jamie Jonker](#)

Nutrition

NMPF Comments on School Meal Crediting

On Feb. 12, NMPF answered an information request from the U.S. Department of Agriculture (USDA) by [submitting comments](#) that supported a protein requirement in breakfast meals and argued for an increase in fortification levels for dairy milk substitutes.

Last December, USDA's Food and Nutrition Services (FNS) [requested information](#) on food crediting in child nutrition programs (National School Lunch Program, School Breakfast Program, Child and Adult Care Food Program, and Summer Food Service Program). To claim federal reimbursement, Child Nutrition Program operators must serve meals and snacks that meet the minimum meal pattern requirements of the respective program. Crediting was designed by FNS to specify how individual food items contribute to the Child Nutrition Programs' meal patterns.

In justifying the need to increase fortification levels in dairy milk substitutes, NMPF noted that the current requirements for fortification are based on the nutrients in whole milk. However, as the fat content of milk decreases (e.g., from whole to 1%), the other nutrients in the same volume increase. Because only 1% and fat-free milk are allowed in schools, one or both milk varieties is the appropriate comparator to guarantee nutritional equivalence and assure students who don't consume milk are more closely meeting their nutritional needs.

FNS has extended the comment period to April 23. NMPF will file additional comments in response to relevant information that has been submitted to the docket.

Contact: [Beth Briczinski](#)

Food Safety

Annual FDA Drug Residue Report Shows Continued Progress

Only 1 out of 9,500 milk tankers tested positive for antibiotic residues last year, according to the 2017 National Milk Drug Residue Database [annual report](#), released last month by the U.S. Food and Drug Administration. This continues a long-term national pattern of improvements in milk quality practices by the industry.

Of the approximately 3.39 million milk pick-up tankers tested in the past year, only 356 (0.011%) yielded a positive result. Additionally, not a single sample of the 33,511 consumer-packaged pasteurized milk products tested positive for animal drug residues.

Data from the last eight years have not yielded a single positive drug test result for pasteurized Grade "A" products.

Overall, the total number of samples tested (tankers, packaged products, producer samples) that were reported as positive decreased from 618 in 2016 to 605 in 2017.

Contact: [Beth Briczinski](#)



NMPF Supports Return of 1% Flavored Milk in Schools

[In joint comments](#) submitted at the end of January, both NMPF and the International Dairy Foods Association (IDFA) praised a proposed USDA rule to bring low-fat flavored milk back into school meals. The organizations commended the agency for the positive effect the change will have on the widely recognized problem of declining school milk consumption.

In 2012, USDA eliminated low-fat flavored milk as an option in the school meal and a la carte programs, which resulted in students consuming 288 million fewer half-pints of milk from 2012-2015. Milk is the No. 1 source of three out of four nutrients of public health concern that are under consumed: potassium, vitamin D and calcium. NMPF and IDFA called the troubling trend “a threat to public health and to the nutritional intakes of all Americans, notably children and adolescents.”

In Summer 2017, Agriculture Secretary Sonny Perdue announced USDA would reinstate low-fat flavored milk as an option allowed by the department. According to the interim rule [published in the Federal Register](#) in November, school districts can solicit bids for low-fat flavored milk in the spring before the 2018-19 school year, giving milk processors time to formulate and produce a low-fat flavored milk that meets the specifications of a school district. It also allows schools to offer low-fat flavored milk during the next school year without requiring schools to demonstrate either a reduction in student milk consumption or an increase in school milk waste.

This interim rule, the NMPF-IDFA comments noted, is consistent with the 2015-2020 Dietary Guidelines for Americans (DGA), which do not suggest that flavored milk should be fat-free or that there is any reason to avoid low-fat flavored milk. In fact, the DGA “acknowledges the potentially positive role of moderate amounts of sweeteners



in making foods like milk and yogurt more palatable.” Low-fat flavored milk offers the same nutritional benefits as white milk, but with a taste more children prefer. And with recent formulation changes, flavored milk is now available with significantly lower levels of calories and added sugar.

NMPF and IDFA told USDA that its interim rule also aligns with the recent re-examination of fat – and dairy fat specifically – in the American diet. As more scientific studies find that advice to reduce fat intake was misguided, they also appear to show that full-fat dairy foods play either a neutral or beneficial role regarding the risk of several chronic diseases.

While NMPF acknowledged that the interim rule does not compel schools to offer more milk options, schools are expected to revise supply contracts for the coming school year in order to offer more milk options. NMPF will work with other dairy organizations to monitor the increased utilization of low-fat flavored milk in schools.

Contact: [Beth Briczinski](#)

EPA Requests Comments on CWA and Groundwater Discharges

On Feb. 20, the U.S. Environmental Protection Agency (EPA) requested comments on if and how it should revise previous statements regarding the Clean Water Act (CWA) and whether pollutant discharges from point sources that reach certain surface waters via groundwater or another direct hydrologic connection may be subject to CWA regulation. NMPF is studying the issue and will file comments by the May 21 deadline.

Congress waded into the debate with a provision in its recently passed spending bill, stating that the regulation of groundwater is not subject to the CWA and suggesting EPA issue a regulation stating that releases of pollutants through groundwater are not subject to regulation as point sources under the CWA. Congress also asked EPA for a briefing of its findings and any plans for future rulemaking.

The courts have been mixed regarding whether ground water discharges of pollutants that trace back to a point source (e.g. are hydrologically connected) can be regulated under the CWA. In the 1990s, the Seventh Circuit Court of Appeals said the CWA did not apply. However, just last month the Ninth Circuit Court stated that it was applicable, and three additional cases are working their way through the appellate courts.

NMPF is concerned about the intention to broaden the CWA, and has noted that a dairy farm is already facing litigation over nutrients from its crop land, composting areas, animal pens and lagoons reaching groundwater and traveling to a point where they are discharged into U.S. waters.

Contact: [Clay Detlefsen](#)



Animal Health

NMPF Supports Cattle Fever Tick Eradication Efforts

In late January, NMPF [jointly submitted comments](#) to the Agriculture Department's Animal and Plant Health Inspection Service (USDA-APHIS) and the U.S. Fish and Wildlife Service (FWS) supporting cattle fever tick eradication efforts in the Laguna Atascosa and Lower Rio Grande Valley National Wildlife Refuges. The comments were submitted with the National Cattlemen's Beef Association and the American Association of Bovine Practitioners.

USDA-APHIS had requested comments on two options for cattle fever tick eradication in the refuges, published in the [Federal Register](#) on Dec. 21, 2017. In the joint

comments, NMPF supported Alternate B (USDA-APHIS' and FWS' preferred option), which would expand the use of ivermectin-treated corn feeders to treat white-tail deer in the refuges.

Efforts to eradicate cattle fever ticks require a coordinated and integrated approach, including treatment of wildlife and cattle grazing. NMPF will continue to work with USDA and the beef industry on this issue.

Contact: [Jamie Jonker](#)

Animal Health

USDA Releases Third 2014 Dairy NAHMS Report on Health and Management Practices on U.S. Dairy Operations

In March, USDA's National Animal Health Monitoring System (NAHMS) released "Health and Management Practices on U.S. Dairy Operations, 2014," the third report from its 2014 Dairy NAHMS study. USDA conducts Dairy NAHMS studies every 5 to 7 years to examine animal health and management on U.S. dairy farms. The 2014 Dairy NAHMS is the fifth study on the U.S. dairy industry.

Some highlights of the study include:

- The most common clinical diseases reported by farmers in their cows were mastitis (24.8 percent), any degree of lameness (16.8 percent), infertility (8.2 percent) and

metritis (6.9 percent).

- Nearly all operations (94.8 percent) would consult their private veterinarian for general information about a foreign animal disease, should an outbreak occur.

The [full report](#) is available online. NMPF serves as a technical reviewer of NAHMS reports to ensure they remain an accurate portrait of animal health and management practices on U.S. dairy farms.

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Animal Health

FARM Program Now World's First Animal Care Program to Achieve ISO Recognition

In mid-February, the National Dairy FARM Program became the first livestock animal care program in the world to be recognized internationally for its industry-leading animal welfare standards, after USDA affirmed that it complies with the animal welfare requirements within the International Organization for Standardization (ISO).



ISO's animal welfare technical specification was designed to evaluate if animal welfare programs meet international standards for animal care. ISO, an independent, international standards-setting body, works with the World Organization for Animal Health (OIE) to help farmers and animal welfare programs like FARM determine how to implement species-specific animal welfare standards. The OIE, the World Trade Organization-recognized body for setting animal health and

welfare standards affecting international trade, adopted dairy cattle welfare standards in 2015. In the United States, the USDA's Agricultural Marketing Service (AMS) offers a voluntary marketing program that ensures independent welfare programs meet the specifications of the ISO standard.

ISO compliance means that dairy customers both here and abroad can safely trust that their products meet the stringent, internationally recognized animal welfare standards set by the OIE. This recognition becomes even more critical as nearly 16 percent of U.S. milk production is exported to foreign customers.

After a lengthy assessment process, the FARM Program now has a prestigious, independent corroboration that its science-based approach to high-quality animal care sets the standard for the dairy value chain in the United States and around the world.

Contact: [Jamie Jonker](#)

Upcoming Dates

International Cheese Technology Expo

Milwaukee, Wisconsin

April 17 – 19, 2018

2018 ADPI/ABI Annual Meeting

Chicago, Illinois

April 29 – May 1, 2018

FDA Western Milk Seminar

Reno, Nevada

May 1 – 3, 2018

NMPF Board Meeting

Arlington, Virginia

June 4 – 6, 2018

ADSA Annual Meeting

Knoxville, Tennessee

June 24 – 27, 2018



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The National Milk Producers Federation, based in Arlington, Va., develops and carries out policies that advance the well-being of dairy producers and the cooperatives they own. The members of NMPF's cooperatives produce the majority of the U.S. milk supply, making NMPF the voice of dairy producers on Capitol Hill and with government agencies.

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