



National Milk Producers Federation

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Agri-Mark, Inc.
Associated Milk Producers Inc.
Bongards' Creameries
Cooperative Milk Producers Association
Dairy Farmers of America, Inc.
Ellsworth Cooperative Creamery
FarmFirst Dairy Cooperative
First District Assoc.
Foremost Farms USA
Land O'Lakes, Inc.
Lone Star Milk Producers
Maryland & Virginia Milk Producers Cooperative Association
Michigan Milk Producers Association
Mid-West Dairymen's Company
Mount Joy Farmers Cooperative Association
Northwest Dairy Assoc.
Oneida-Madison Milk Producers Cooperative Association
Prairie Farms Dairy, Inc.
Premier Milk Inc.
Scioto Cooperative Milk Producers' Association
Select Milk Producers, Inc.
Southeast Milk, Inc.
St. Albans Cooperative Creamery, Inc.
Tillamook County Creamery Association
United Dairymen of Arizona
Upstate Niagara Cooperative, Inc.

Mr. Hamdi Ulukaya
Chobani LLC
147 State Highway 320
Norwich, NY 13815

Dear Mr. Ulukaya:

On behalf of the National Milk Producers Federation, whose members are responsible for the majority of the milk produced in the United States, I would like to express my appreciation for your support of the fair, accurate and transparent use of dairy terms in food labeling, as evidenced by Chobani's comments to the U.S. Food and Drug Administration's request for information on "Use of the Names of Dairy Foods in the Labeling of Plant-Based Products."

As you state in your company's comments, "The improper – and illegal – use of dairy terms on plant-based alternatives poses a public health risk, in that this terminology may confuse consumers and cause them to displace the nutrients that would otherwise be provided by dairy foods." We at National Milk share your concerns about consumer confusion over the nutritional content of dairy versus plant-based products, and we appreciate your willingness, as the No. 1 seller of Greek yogurt in the U.S. and the nation's second largest yogurt manufacturer, to use your voice to speak out on this issue.

We also appreciate Chobani's approach toward the labeling of its own plant-based products, which eschews the use of dairy terms. We will always strongly advocate for dairy as the superior consumer choice, but we do not object to the presence of plant-based imitators. As Chobani and other responsible companies are showing, such products can compete on their own merits without misappropriating dairy terms. We hope your example will be emulated by competitors, including Danone North America, that currently peddle mislabeled products. We also hope, having read Danone's comments to the FDA, that such companies will choose to seek constructive labeling solutions rather than employ arguments that ignore consumer needs for transparent labeling.

Thank you again for your helpful comments, and as always, congratulations on the success of your innovative dairy company.

Sincerely,

Jim Mulhern
President and CEO
National Milk Producers Federation