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(Source: www.aldifoods.com, accessed March 2010.)
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(Source: Product photos, Giant Foods, Alexandria, VA, March 2010.)
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(Source: Product photos, Harris Teeter®, Alexandria, VA, March 2010.)
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(Source: www.pearlsoymilk.com, accessed March 2010.)
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(Source: www.amazon.com, accessed March 2010.)
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Products are misbranded by use of the word “milk” in the name of the product, and mislabeled by use of the word “soymilk” in the ingredient statement.

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(Source: www.odwalla.com, accessed March 2010.)
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(Source: www.amazon.com, accessed March 2010.)
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(Source: www.pulmuonewildwood.com, accessed March 2010.)
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(Source: www.pulmuonewildwood.com, accessed March 2010.)
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(Source: Product photos, Copps Food Centers, Madison, WI, March 2010.)
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Products are misbranded by use of the word “milk” in the name of the product.

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(Source: www.safeway.com, accessed March 2010.)
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(Source: Figures A-15a and A-15b: Product photos, Giant Foods, Alexandria, VA,
March 2010. All other images from www.8thcontinent.com, accessed March 2010.)
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(Source: Product photo, Target, Alexandria, VA, March 2010.)
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(Source: Product photos, Trader Joe’s®, Madison, WI, March 2010.)
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(Source: www.amazon.com, accessed March 2010.)
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Products are misbranded by use of the word “milk” in the name of the product.

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(Source: www.wegmans.com, accessed March 2010.)
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(Source: Product photo, Whole Foods® Market, Alexandria, VA, March 2010.)
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Figure A-22(c). Plain Soymilk.
Figure A-22(d). Vanilla Soymilk.

(Source: www.wildharvestorganic.com, accessed March 2010.)
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Products are misbranded by use of the word “milk” in the name of the product.

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Figure A-23(b). Original Ricemilk.
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(Source: www.amazon.com, accessed March 2010.)
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Products are misbranded by use of the word “milk” in the name of the product.

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(Source: www.donjosefoods.com, accessed March 2010.)
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(Source: Product photo, Giant Foods, Alexandria, VA, March 2010.)
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(Source: www.goodkarmafoods.com, accessed March 2010.)
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Products are misbranded by use of the word “milk” in the name of the product.

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(Source: Product photos, Harris Teeter®, Alexandria, VA, March 2010.)
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Products are misbranded by use of the word “milk” in the name of the product.

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(Source: www.wildharvestorganic.com, accessed March 2010.)
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Products are misbranded by use of the word “milk” in the name of the product.

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(Source: Product photos, Harris Teeter®, Alexandria, VA, March 2010.)
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Products are misbranded by use of the word “milk” in the name of the product.

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(Source: www.silkpurealmond.com, accessed March 2010.)
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Products are misbranded by use of the word “milk” in the name of the product.

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(Source: www.worldpantry.com, accessed March 2010.)
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Products are misbranded by use of the word “milk” in the name of the product.

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Figure A-32(c). Vanilla Hemp Bliss® Hempmilk.
Figure A-32(d). Chocolate Hemp Bliss® Hempmilk.

(Source: www.manitobaharvest.com, accessed March 2010.)
Figure A-33. Pacific™ Natural Foods™ Hemp Milk Products.
Products are misbranded by use of the word “milk” in the name of the product.

Figure A-33(a). Original Hemp Milk.
Figure A-33(b). Vanilla Hemp Milk.

(Source: www.pacificfoods.com, accessed March 2010.)
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Products are misbranded by use of the word “milk” in the name of the product.

Figure A-34(a). Muscle Milk® Chocolate Powder.
Figure A-34(b). Muscle Milk® Naturals Real Chocolate Powder.
Figure A-34(c). Muscle Milk® Ready-to-Drink Vanilla Crème Nutritional Shake.
Figure A-34(d). Muscle Milk® Ready-to-Drink Tetra Pak Chocolate Nutritional Shake.
Figure A-34(e). Muscle Milk® Light Chocolate Powder.
Figure A-34(f). Muscle Milk® Light Ready-to-Drink Vanilla Crème Nutrition Shake.
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Products are misbranded by use of the word “milk” in the name of the product.

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Products are misbranded by use of the word “milk” in the name of the product.

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Figure A-34. Cytosport™ Products (continued).
Products are misbranded by use of the word “milk” in the name of the product.

Figure A-34(q). Collegiate Muscle Milk® Chocolate Milk Shake.
Figure A-34(r). Collegiate Muscle Milk® Chocolate Peanut Caramel Bar.

(Source: www.cytosport.com, accessed February 2010.)
Figure B-1. WestSoy® Beverages.

Products that are mislabeled by use of the word “milk” in reference to a non-dairy ingredient in the ingredient statement, but not the product name.

Figure B-1(a).

![WestSoy® Vanilla Soy Shakes Principal Display Panel and Ingredient Information](image1)

**Ingredients:** Organic soymilk (filtered water, whole organic soybeans), filtered water, organic dehydrated cane juice, natural vanilla flavor with other natural flavors, tricalcium phosphate, sea salt, carrageenan, vitamin A palmitate, vitamin D2, riboflavin.

Figure B-1(b).

![WestSoy® Chocolate Soy Shakes Principal Display Panel and Ingredient Information](image2)

**Ingredients:** Organic soymilk (filtered water, whole organic soybeans), filtered water, organic dehydrated cane juice, cocoa powder (treated with alkali), natural flavors, tricalcium phosphate, sea salt, carrageenan, vitamin A palmitate, vitamin D2, riboflavin

Figure B-1(a). WestSoy® Vanilla Soy Shakes Principal Display Panel and Ingredient Information.
Figure B-1(b). WestSoy® Chocolate Soy Shakes Principal Display Panel and Ingredient Information.

(Source: www.westsoy.biz, accessed March 2010.)
Figure B-2. Soy Dream® Beverages.

Products that are mislabeled by use of the word “milk” in reference to a non-dairy ingredient in the ingredient statement, but not the product name.

Figure B-2(a)

Ingredients: Filtered water, organic soymilk (filtered water, organic whole soybeans), organic evaporated cane juice, fruit juice from concentrate (apple, strawberry, blackberry, red raspberry), natural berry flavor with other natural flavors, tricalcium phosphate, pectin, citric acid, beet juice concentrate (for color), vitamin D2.

Figure B-2(b)

Ingredients: Filtered water, organic soymilk (filtered water, organic whole soybeans), organic evaporated cane juice, orange juice concentrate, natural flavors, tricalcium phosphate, pectin, citric acid, vitamin D2.

Figure B-2(a). Kidz Dream® Berry Blast Smoothie Principal Display Panel and Ingredient Information.

Figure B-2(b). Kidz Dream® Orange Cream Smoothie Principal Display Panel and Ingredient Information.

(Source: www.tastethedream.com, accessed March 2010.)
Figure B-3. Odwalla® Beverages.

Products that are mislabeled by use of the word “milk” in reference to a non-dairy ingredient in the ingredient statement, but not the product name.

Figure B-3(a)

Figure B-3(b)

Figure B-3(a). Chocolate Protein Monster™ Soy and Dairy Protein Shake Principal Display Panel and Ingredient Information.
Figure B-3(b). Vanilla Protein Monster™ Soy and Dairy Protein Shake Principal Display Panel and Ingredient Information.

(Source: www.odwalla.com, accessed March 2010.)
Figure B-4. Vitasoy® Beverages.

Products that are mislabeled by use of the word “milk” in reference to a non-dairy ingredient in the ingredient statement, but not the product name.

Figure B-4(a)

Figure B-4(b)

Figure B-4(a). Holly Nog Principal Display Panel and Ingredient Information. Figure B-4(b). Peppermint Chocolate Principal Display Panel and Ingredient Information.

Figure B-5. Silk® Soy Beverages.

Products that are mislabeled by use of the word “milk” in reference to a non-dairy ingredient in the ingredient statement, but not the product name.

Figure B-5(a)

![Ingredient List](Source: www.silksoymilk.com, accessed March 2010.)
Figure B-6. Turtle Mountain Yogurt Analogs.

Products that are mislabeled by use of the word “milk” in reference to a non-dairy ingredient in the ingredient statement, but not the product name.

Figure B-6(a). So Delicious™ Dairy-Free® Blueberry Creamy Cultured Soy Principal Display Panel and Ingredient Information.

Figure B-6(b). So Delicious™ Dairy-Free® Cinnamon Bun Creamy Cultured Soy Principal Display Panel and Ingredient Information.

Figure B-6(c). So Delicious™ Dairy-Free® Peach Creamy Cultured Soy Principal Display Panel and Ingredient Information.
Figure B-6. Turtle Mountain Yogurt Analogs (continued).
Products that are mislabeled by use of the word “milk” in reference to a non-dairy ingredient in the ingredient statement, but not the product name.

Figure B-6(d). So Delicious™ Dairy-Free® Raspberry Creamy Cultured Soy Principal Display Panel and Ingredient Information.
Figure B-6(e). So Delicious™ Dairy-Free® Vanilla Creamy Cultured Soy Principal Display Panel and Ingredient Information.

(Source: www.turtlemountain.com, accessed March 2010.)
Figure B-7. Turtle Mountain Ice Cream Analogs.

Products that are mislabeled by use of the word “milk” in reference to a non-dairy ingredient in the ingredient statement, but not the product name.

Figure B-7(a).

Figure B-7(b).

Figure B-7(a). So Delicious™ Dairy-Free® Butter Pecan Principal Display Panel and Ingredient Information.

Figure B-7(b). So Delicious™ Big Buddy Novelty Principal Display Panel and Ingredient Information.

(Source: www.turtlemountain.com, accessed March 2010. For dozens of other mislabeled products, see the website for the complete “So Delicious™”, “Purely Decadent™”, and “It’s Soy Delicious™” product lines.)
Figure B-8. Good Karma Ice Cream Analogs.

Products that are mislabeled by use of the word “milk” in reference to a non-dairy ingredient in the ingredient statement, but not the product name.

Figure B-8(a).  Rice Divine™ Very Vanilla Principal Display Panel and Ingredient Information.
Figure B-8(b).  Rice Divine™ Very Cherry Principal Display Panel and Ingredient Information.
(Source: www.goodkarmafoods.com, accessed March 2010. For other mislabeled products, see the website for the complete product line.)
Figure B-9. Living Harvest® Ice Cream Analogs.

Products that are mislabeled by use of the word “milk” in reference to a non-dairy ingredient in the ingredient statement, but not the product name.

Figure B-9(a)

Figure B-9(b)

Figure B-9(a). Tempt™ Vanilla Bean Non-Dairy Frozen Dessert Principal Display Panel and Ingredient Information.
Figure B-9(b). Tempt™ Mint Chip Principal Display Panel and Ingredient Information.

(Source: www.livingharvest.com, accessed March 2010. For other mislabeled products, see the website for the complete product line.)
Figure C-1. Alkemie Ice Cream Analogs.

Products are misbranded by use of standardized dairy foods in the name of the dairy product analog, and are mislabeled by use of the word “milk” in reference to a non-dairy ingredient in the ingredient statement.

Figure C-1(a)

![Image](image1.png)

**VANILLA BEAN**

**ALKEMIE DAIRY-FREE ICE CREAM**

**AN ULTRA CREAMY BLEND OF CASHEWS AND COCONUT**

**ONE PINT (473 ML)**

www.alkemieicecream.com


Figure C-1(b)

![Image](image2.png)

**DARK CHOCOLATE**

**ALKEMIE DAIRY-FREE ICE CREAM**

**AN ULTRA CREAMY BLEND OF CASHEWS AND COCONUT**

**ONE PINT (473 ML)**

www.alkemieicecream.com

Figure C-1. Alkemie Ice Cream Analogs (continued). Products are misbranded by use of standardized dairy foods in the name of the dairy product analog, and are mislabeled by use of the word “milk” in reference to a non-dairy ingredient in the ingredient statement.

Figure C-1(c)

![Mint Chocolate Chip Dairy-Free Ice Cream](image)

Ingredients: Cashew Milk (Organic Cashews, Filtered Water), Coconut Cream*, Organic Agave Nectar, Organic Chocolate Chips (Sugar, Coconut Oil, Cocoa, Soy Lecithin, Vanilla), Natural Mint Extract, Sea Salt, Organic Guar Gum

Figure C-1(a). Vanilla Bean Dairy-Free Ice Cream Principal Display Panel and Ingredient Information.
Figure C-1(b). Dark Chocolate Dairy-Free Ice Cream Principal Display Panel and Ingredient Information.
Figure C-1(c). Mint Chocolate Chip Dairy-Free Ice Cream Principal Display Panel and Ingredient Information.

(Source: www.alkemieicecream.com, accessed March 2010.)
Figure C-2. Temptation Ice Cream Analogs.

Products are misbranded by use of standardized dairy foods in the name of the dairy product analog.

Figure C-2(a)

Figure C-2(a). Temptation Chocolate and Vanilla Home Vegan Ice Cream Mix.

(Source: www.veganessentials.com, accessed March 2010. For other misbranded and mislabeled products, see www.chicagosoydairy.com for the complete product line.)
Figure C-3. Double Rainbow Ice Cream Analogs.

Products are misbranded by use of standardized dairy foods in the name of the dairy product analog, and are mislabeled by use of the word “milk” in reference to a non-dairy ingredient in the ingredient statement.

Figure C-3(a)

![Image of Vanilla Bean Soy Cream]

**Ingredients:** ORGANIC SOY MILK (FILTERED WATER, ORGANIC SOYBEANS), ORGANIC CRYSTALLIZED CANE JUICE, ORGANIC OLEIC SAFFLOWER OIL, NON-GMO BROWN RICE SYRUP SOLIDS, NATURAL FLAVOR, SEA SALT, GUAR GUM, CAROB BEAN GUM, CARRAGEENAN, GROUND VANILLA BEANS.

Figure C-3(b)

![Image of Butter Pecan Soy Cream]

**Ingredients:** ORGANIC SOY MILK (FILTERED WATER, ORGANIC SOYBEANS), ORGANIC CRYSTALLIZED CANE JUICE, ROASTED PECANS, ORGANIC OLEIC SAFFLOWER OIL, NON-GMO BROWN RICE SYRUP SOLIDS, NATURAL FLAVOR, SEA SALT, CAROB BEAN GUM, GUAR GUM, CARRAGEENAN.

Figure C-3(a). Vanilla Bean Soy Cream Principal Display Panel and Ingredient Information.
Figure C-3(b). Butter Pecan Soy Cream Principal Display Panel and Ingredient Information.

(Source: www.doublerainbow.com, accessed March 2010. For other misbranded and mislabeled products, see the website for the complete product line.)
Figure C-4. Pulmuone Wildwood™ Yogurt Analogs.

Products are misbranded by use of standardized dairy foods in the name of the dairy product analog, and are mislabeled by use of the word “milk” in reference to a non-dairy ingredient in the ingredient statement.

Figure C-4(a). Plain Unsweetened Soyogurt Principal Display Panel and Ingredient Information.

Figure C-4(b). Blueberry Soyogurt Principal Display Panel and Ingredient Information.

(Source: www.pulmuonewildwood.com, accessed March 2010. For other misbranded and mislabeled products, see the website for the complete product line.)
Figure C-5. Ricera™ Foods Yogurt Analogs.

Products are misbranded by use of standardized dairy foods in the name of the dairy product analog, and are mislabeled by use of the word “milk” in reference to a nondairy ingredient in the ingredient statement.

Figure C-5(a).

**Ricera Vanilla Yogurt Ingredients:** Organic Ricemilk (water, organic whole-grain brown rice), Water, Evaporated Cane Juice, Pectin, Inulin, Natural Flavors, Calcium Phosphate, Locust Bean Gum, Citric Acid, Salt, Agar, Vitamin A Palmitate, Vitamin D2, Live and Active Cultures including *L. bulgaricus*, *S. thermophilus*, *L. acidophilus*, *B. bifidum*.

Figure C-5(b).

**Ricera Peach Yogurt Ingredients:** Organic Ricemilk (water, organic whole-grain brown rice), Evaporated Cane Juice, Peaches, Water, Pectin, Inulin, Calcium Phosphate, Locust Bean Gum, Natural Flavors, Salt, Citric Acid, Annatto, Agar, Vitamin A Palmitate, Vitamin D2, Live and Active Cultures including *L. bulgaricus*, *S. thermophilus*, *L. acidophilus*, *B. bifidum*.

Figure C-5(a). Vanilla Rice Yogurt Principal Display Panel and Ingredient Information. Figure C-5(b). Peach Rice Yogurt Principal Display Panel and Ingredient Information.

(Source: www.ricerafoods.com, accessed March 2010. For other misbranded and mislabeled products, see the website for the complete product line.)
Figure C-6. Stonyfield Farm Yogurt Analogs.

Products are misbranded by use of standardized dairy foods in the name of the dairy product analog, and are mislabeled by use of the word “milk” in reference to a non-dairy ingredient in the ingredient statement.

Figure C-6(a). Vanilla Soy Yogurt Principal Display Panel and Ingredient Information. 
Figure C-6(b). Blueberry Soy Yogurt Principal Display Panel and Ingredient Information.

(Source: www.stonyfield.com, accessed March 2010. For other misbranded and mislabeled products, see the website for the complete product line.)
Figure C-7. Silk® Yogurt Analogs.

Products are misbranded by use of standardized dairy foods in the name of the dairy product analog, and are mislabeled by use of the word “milk” in reference to a non-dairy ingredient in the ingredient statement.

Figure C-7(a)

**INGREDIENTS:** Organic soymilk (filtered water, whole organic soybeans), rice starch, dextrose, organic evaporated cane juice, tricalcium phosphate, natural flavors, cultured glucose syrup solids, pectin, locust bean gum, ascorbic acid (vitamin C), yogurt cultures (L. bulgaricus, S. thermophilus, L. acidophilus, B. bifidum, L. casei, L. rhamnosus).

Figure C-7(a). Silk® Live!® Vanilla Soy Yogurt Principal Display Panel and Ingredient Information.

(Source: www.silksoymilk.com, accessed March 2010. For other misbranded and mislabeled products, see the website for the complete product line.)
Figure C-8. Dr. Cow Cheese Analogs.

Products are misbranded by use of standardized dairy foods in the name of the dairy product analog.

Figure C-8(a)

Figure C-8(a). Cashew Nut Cream Cheese.

(Source: www.dr-cow.com, accessed March 2010. For other misbranded products, see the website for the complete product line.)
Figure C-9. Eat In The Raw Cheese Analogs.

Products are misbranded by use of standardized dairy foods in the name of the dairy product analog.

Figure C-9(a). Parma Original Vegan Parmesan.
Figure C-9(b). Parma Cayenne Vegan Parmesan.

(Source: www.eatintheraw.com, accessed March 2010.)
Figure C-10. Edward & Sons Cheese Analogs.

Products are misbranded by using a name that does not sufficiently distinguish the non-dairy food from the standardized dairy product.

Figure C-10(a). Road's End Organics® Cheddar Style Shells & Chreese® Organic Pasta Dinner.
Figure C-10(b). Road's End Organics® Cheddar Style Mac & Chreese® Organic Pasta Dinner.
Figure C-10(c). Road's End Organics® Cheddar Chreese® Sauce Mix.

(Source: www.edwardandsons.com, accessed March 2010. For other misbranded products, see the website for the complete product line.)
Figure C-11. Follow Your Heart® Sour Cream Analog and Cream Cheese Analog. Products are misbranded based on the prominence given to the dairy product name compared to the term that designates it as anything other than a real dairy product (i.e. “alternative”). These products should be labeled as “imitation” using a consistent font size.

Figure C-11(a)  
Figure C-11(b)

Figure C-11(a). Vegan Gourmet™ Sour Cream Alternative.  
Figure C-11(b). Vegan Gourmet™ Cream Cheese Alternative.

(Source: www.followyourheart.com, accessed March 2010. For other misbranded products, see the website for the complete product line.)
Figure C-12. Lisanatti® Foods Cheese Analogs.

Products are misbranded by using a name that does not sufficiently distinguish the non-dairy food from the standardized dairy product.

Figure C-12(a). Cheddar Style RiceCheeze®.
Figure C-12(b). Mozzarella Style RiceCheeze®.

(Source: www.lisanattifoods.com, accessed March 2010. For other misbranded products, see the website for the complete product line.)
Figure C-13. Tofutti® Cheese Analogs.

Products are misbranded by use of standardized dairy foods in the name of the dairy product analog.

Figure C-13(a)

Figure C-13(b)

Figure C-13(a). Mozzarella Cheese Flavor Soy-Cheese Slices. Figure C-13(b). American Cheese Flavor Soy-Cheese Slices.

(Source: www.tofutti.com, accessed March 2010.)
Figure C-14. Amy’s Kitchen Products Containing Misbranded Dairy Analogs.

Products are misbranded by using a name that does not sufficiently distinguish the non-dairy food from the standardized dairy product in the product name. Products are mislabeled by using a name that does not sufficiently distinguish the non-dairy food from the standardized dairy product in the ingredient statement.

Figure C-14(a). Macaroni and Soy Cheeze Principal Display Panel and Ingredient Information.

Figure C-14(b). Soy Cheeze Pizza Principal Display Panel and Ingredient Information.

(Source: www.amyskitchen.com, accessed March 2010. For other misbranded and mislabeled products, see the website.)
Figure C-15. Elena’s Food Specialties Products Containing Misbranded Dairy Analogs. Products are misbranded by use of standardized dairy foods in the name of the dairy product analog.

Figure C-15(a).

Figure C-15(a). Nate’s Black Bean & Soy Cheese Taquitos.

(Source: www.elenasfoods.com, accessed March 2010.)
Figure C-16. Tofutti® Products Containing Misbranded Dairy Analogs.
Products are misbranded by use of standardized dairy foods in the name of the dairy product analog.

Figure C-16(a)

Figure C-16(b)

Figure C-16(a). Pizza Pizzaz with Milk Free Cheese.
Figure C-16(b). Mintz’s Blintzes Pre-Baked Dairy Free Cheese Filled Crepes.
Figure C-16. Tofutti® Products Containing Misbranded Dairy Analogs (continued).

Products are misbranded by use of standardized dairy foods in the name of the dairy product analog.

Figure C-16(c)

Figure C-16(c). Mintz’s Blintzes Pre-Baked Dairy Free Blueberry and Cheese Filled Crepes.

(Source: www.tofutti.com, accessed March 2010.)