



Dana B. Rosenfeld
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February 27, 2007

VIA HAND DELIVERY

The Honorable Donald S. Clark
Secretary
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Room H-172
Washington, D.C. 20580

Dear Secretary Clark:

I enclose for filing a letter and attachments from Brian Robert Lowry, Associate General Counsel of Monsanto Company, to Mary K. Engle, Associate Director, Division of Advertising Practices, regarding deceptive advertising and labeling practices for milk from cows supplemented with recombinant bovine somatotropin ("rBST"). I also enclose a group of statements from dairy producers and other interested parties indicating their support for the concerns expressed in Mr. Lowry's letter. On behalf of Monsanto Company, I request that the letter, attachments and supporting statements be placed on the Commission's public record for comment.

Please let me know if you have any questions regarding this request.

Sincerely,

Dana B. Rosenfeld

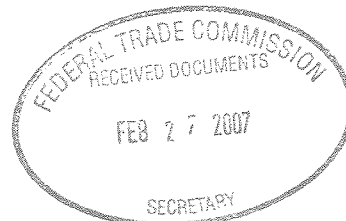
Enclosures

cc: Mary K. Engle, Associate Director
Richard Cleland, Assistant Director
Michelle Rusk, Senior Attorney
Division of Advertising Practices

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ST. LOUIS, MISSOURI 63167
<http://www.monsanto.com>

Ms. Mary K. Engle
Associate Director
Division of Advertising Practices
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580

Re: Deceptive Milk Labeling And Advertising Concerning rBST

Dear Ms. Engle:

False and deceptive advertising regarding milk and recombinant bovine somatotropin ("rBST") has mislead consumers for years. These practices are clear violations of the Federal Trade Commission Act and result in higher milk prices for consumers and less choice for dairy farmers.

Supplementing dairy cows with rBST increases milk production and has been verified as completely safe for both cows and humans by the Food and Drug Administration. Although milk processors and retailers certainly have the right to inform customers about the use or non-use of rBST, current advertising practices mislead consumers by falsely claiming that there are health and safety risks associated with milk from rBST-supplemented cows. This misleading advertising has created an artificial demand and higher consumer prices for milk from cows not supplemented with rBST, even though it is equivalent to milk from cows supplemented with rBST. Fueled by the deceptive advertising, milk

processors are forcing dairy farmers to discontinue the use of rBST. This not only makes it more difficult for the farmers to operate profitably but also causes more affordable milk from rBST-supplemented cows to be less available to consumers.

On November 1, 2006, Pennsylvania Secretary of Agriculture Dennis Wolff condemned the coercive behavior of milk processors and dairy cooperatives and confirmed that milk from cows supplemented with rBST has been “deemed completely safe for human consumption.”¹ The Secretary continued, “[i]n fact, there is no way to differentiate between the milk from herds using rBST and those not using it. . . . [C]onsumers are not basing their decisions on sound science but rather on manipulative marketing.”

The result is that consumers -- many of whom are misled by the deceptive advertising -- pay higher prices for milk and get nothing in return. As one farmer, who was recently forced to stop supplementing his cows with rBST, bluntly put it, “the consumer is getting ripped off.”²

Over the past dozen years, FDA has made numerous efforts to end the deceptive practices relating to milk and rBST; however, these initiatives have not

¹ Pennsylvania Secretary of Agriculture Dennis Wolff, *Today rBST - What's Next?*, PA FARM NEWS, November 1, 2006.

² James F. Russell, *Certified Milk is Not Aiding Dairy Farmers: Consumers Paying More at the Store*, Worcester Telegram & Gazette, November 5, 2006.

been successful in curbing the ever-increasing tactic among milk processors to advertise in a way that misleads reasonable consumers into thinking that milk from cows not supplemented with rBST is superior to milk from cows that are supplemented.³ The FTC is asked, therefore, to take immediate action to investigate these deceptive practices pursuant to its mandate under the FTC Act. FTC action is needed to ensure that milk consumers are able to make informed decisions and fair competition is protected.

**Scientific Evidence Confirms That Milk
From rBST-Supplement Cows Is Safe and Equivalent To Other Milk**

In 1993, FDA approved rBST as a supplement for dairy cows.⁴ The scientific data reviewed and endorsed by FDA in connection with the approval shows that supplementing cows with rBST has no effect on the presence or concentration of BST in milk. In fact, all milk, regardless of whether it is from rBST-supplemented cows, contains BST. In 1994, FDA stated unequivocally that “FDA approved the product because the agency had determined after a thorough review that rBST is safe and effective for dairy cows, that milk from rBST-treated cows is safe for human consumption . . . In addition, the agency found that there

³ A request has been made to FDA about current practices regarding milk and rBST. Enclosed is a copy of the letter sent to the FDA.

⁴ See 58 Fed. Reg. 59946 (Nov. 12, 1993).

was no significant difference between milk from treated and untreated cows”⁵

In 1999, in response to inquiries about the safety of rBST, FDA conducted a comprehensive audit of the studies used to determine the human food safety of rBST and upheld the Agency’s original conclusion that milk from cows treated with rBST is perfectly safe for human consumption.⁶

Indeed, the research shows that there is no nutritional or compositional difference in protein, milk solids, fat content, flavor, or color in milk from cows that have been supplement with rBST.⁷ Put simply, milk from cows supplemented with rBST is equivalent in all respects to other milk.

Current Advertising Regarding Milk And rBST Is Deceptive

The FTC Act requires that advertising claims be substantiated. Notwithstanding the overwhelming evidence that there is no difference in the milk from cows supplemented with rBST, milk processors persist in claiming on their labels and in advertisements that the use of rBST is somehow harmful, either to cows or to the people who consume milk from rBST-supplemented cows. The

⁵ See 59 Fed. Reg. 6279, 6280 (February 10, 1994).

⁶ See Center for Veterinary Medicine, Food and Drug Administration, “Update on Human Food Safety of BST,” February 5, 1999 (<http://www.fda.gov/cvm/index/updates/bstsafup.html>); and “Report on the Food and Drug Administration’s Review of the Safety of Recombinant Bovine Somatotropin,” February 10, 1999 (<http://www.fda.gov/cvm/index/bst/RBRPTFNL.htm>).

⁷ See e.g., Office of Technology Assessment, *U.S. Dairy Industry at a Crossroad: Biotechnology and Policy Choices*, May 1991, OTA-F-470 at 38-39 (cites to five additional references that support this conclusion); Cornell University – BST Fact Sheet, June 9, 1995 (<http://www.cfsan.fda.gov/~ear/CORBST.html>); 59 Fed. Reg. 6279, 6280 (February 10, 1994).

conclusive scientific evidence summarized above not only fails to substantiate such advertisements, but it repudiates any claim that milk from rBST-supplemented cows is harmful or of lesser quality.

Advertising that contains material representations “likely to mislead the consumer acting reasonably in the circumstances, to the consumer’s detriment” violate the FTC Act.⁸ Health and safety claims, such as the rBST claims currently made by milk processors, are presumed to be material.⁹ These claims are also likely to mislead – indeed they have already misled – reasonable consumers regarding the safety of milk from rBST-supplemented cows.

Misleading Health Claims Regarding rBST

Much current milk advertising concerning rBST preys upon consumer fears by suggesting -- or outright stating -- that milk from rBST-supplemented cows presents health or safety risks to the consumer. For example, Kleinpeter Dairy in Baton Rouge makes the following false claim about its milk:

Many people believe that rBGH causes premature puberty in children. We want you to know that Kleinpeter Dairy is concerned about your children’s healthy growth and well-being. Let our family comfort yours in this regard because our kids drink Kleinpeter milk, too! Next time you’re

⁸ FTC Policy Statement on Deception, appended to *Cliffdale Associates, Inc.*, 103 F.T.C. 110, 174 (1984).

⁹ *Id.*

buying milk, look at the label. If it says it's 'from cows not treated with rBGH', then it's the healthy choice for you and your family. Attachment A.

Kleinpeter's claim that milk from non-supplemented cows is healthier for children is patently false -- there is no evidence to suggest that milk from rBST-supplemented cows has any adverse developmental effect on children.¹⁰ The Kleinpeter label violates the FTC Act because the material claim about the health effects of rBST cannot be substantiated, as required, and is likely to mislead consumers.

Alta Dena Dairy, a brand owned by one of the largest dairy corporations in the country, Dean Foods, also makes implied claims that milk from non-supplemented cows is somehow healthier:

By not using rBST, we protect the health of our cows, their milk and our customers.
Attachment B.

Alta Dena reinforces its "health" and safety message by also declaring:

No rBST in all of our products means better health and happier cows. Attachment B.

As demonstrated by the scientific evidence summarized above, the use of rBST has no harmful effects on cows or people. Further, conclusive studies prove that milk

¹⁰ See American Academy of Pediatrics, November 1991 (published in *Pediatrics*, Vol. 88:1056-57) ("Milk derived from cows treated with rBST (recombinant bovine somatotropin) is safe for the human infant and adult and is nutritionally similar to ordinary milk.").

from cows supplemented with rBST is no different than milk produced by non-supplemented cows. Thus, Alta Dena's claim that not using rBST "protect[s] the health of our cows, their milk and our customers" is false and misleading and, therefore, violates the FTC Act's prohibition on deceptive advertising.

The website of Wilcox Family Farms, a large milk processor in Washington State, also advances misleading health claims about rBST. Wilcox's website includes the following testimonials purportedly received from consumers:

Judith: Congratulations and thank you!! on your decision to go rBGH free! *You've made not only a wise health decision but a sound business one. I believe more people will be purchasing your products knowing they are healthier and safer.*

Will: I believe that you will find these decisions rewarding in a number of ways, including increase [sic] sales, broad public appreciation and support, access to additional markets and, what may be the most significant from a business profitability standpoint, *freedom from lawsuits in a decade or so when the health effects of human injection of dairy products containing rBGH are generally acknowledged.*

Sophia: As a mother of two *I try to give my family wholesome all natural foods as much as possible. I was elated to find my already favorite milk was now labeled Free of Antibiotics and Artificial Growth Hormones. I am hoping that you will take*

this one step further and be completely hormone free (Emphasis added)
Attachment C.

The impact of these deceptive health claims regarding rBST is clear: other consumers are led to believe that there is a difference between milk from cows supplemented with rBST and other milk. They are also being told that milk from supplemented cows is somehow unhealthy. Companies like Kleinpeter, Dean, and Wilcox¹¹ perpetuate and reinforce, rather than correct, those beliefs because the misleading advertising allows them to sell equivalent milk at higher prices. These statements regarding the health and safety of milk from rBST-supplemented cows violate the FTC Act because they contain false representations of material facts and, thus, are likely to mislead consumers.

**Misleading Claims Regarding The Quality
Of Milk From Cows Supplemented With rBST**

In addition to deceiving the public about the health effects of rBST, milk processors also disparage the quality of milk from cows supplemented with rBST. Berkeley Farms, another subsidiary of Dean Foods, misleads consumers by employing a deceptive quality comparison on its website:

Not all milk is created equal. At Berkeley Farms, we make sure our milk is certified rBST-hormone-free... We strive for quality control by paying our dairy farmers

¹¹ Numerous milk processors make similarly misleading advertising claims regarding rBST. This long list includes among others: Artisan Cheese Trading Company, Crescent Ridge Dairy, Humboldt Creamery, Promised Land Dairy, Schepps Dairy, Smith Creamery, Stonyfield Farms, Thomas Dairy, and Wright Dairy. See Attachment H.

incentive bonuses to produce superior milk containing higher levels of vitamins, minerals and protein. Attachment D.

As explained above, milk from rBST-supplemented cows is indistinguishable from milk from cows that are not supplemented. Berkley Farms' unsubstantiated claim that its milk is "superior" to other milk is misleading and, therefore, violates the FTC Act because superiority claims must be substantiated.

Even the nationally-known milk and dairy brand Borden is not above engaging in these deceptive practices. For example, consider the following representations in a current Borden advertisement:

Since 1857, Borden has taken a lot of pride in providing customers with premium, great tasting dairy products. That's why we work exclusively with farmers that supply 100% of our milk from cows that haven't been treated with artificial hormones. So, who do you trust when it comes to your family's milk? Attachment E.

Borden's advertisement sends the clear message to consumers that the way to produce premium, great tasting dairy products is to avoid milk from cows supplemented with rBST. This is not true. The advertisement is unquestionably designed to either misinform or play upon and reinforce the misimpressions of consumers. Unsubstantiated comparative claims, such as this one, violate the FTC Act.

Sunshine Dairy Foods of Portland, Oregon, also misleads consumers into thinking that rBST use is somehow related to the quality of milk:

Sunshine Dairy Foods believes in the basic goodness of dairy products. We are allied with Dairy Farmers that practice sustainable farming and are rBST free. Attachment F.

Sunshine Dairy Foods further advances this implied superiority claim by suggesting that, in selling milk produced from non-supplemented cows, it is providing “the very best products.” Attachment F. These claims mislead customers into believing that milk from cows supplemented with rBST is incompatible with “basic goodness.” Again, as explained above, there is no difference between milk from cows supplemented with rBST and milk from cows not supplemented and, therefore, the Sunshine Dairy Foods advertisement violates the FTC Act’s ban on false and deceptive advertising.

Other milk processors mislead customers about the quality of milk by manipulating customer beliefs concerning nutrition or authenticity. Dutch-Way Dairy in Pennsylvania, for example, implies that milk from non-supplemented cows is inherently more nutritional. In one advertisement, Dutch-Way dubs its milk:

The Natural Milk. No Added BST
(hormones). The way it’s meant to be!
From our family farm to you. Attachment
G.

The unmistakable message of this advertisement – that Dutch-Way milk is superior to milk from cows supplemented with rBST – misleads consumers in violation of the FTC Act. Again, there is no nutritional or other difference between milk from rBST-supplemented and non-supplemented cows.

Dutch-Way Dairy also graphically disparages the use of rBST by depicting a syringe labeled “BST” injecting a dairy cow in the hindquarters:



Attachment G. This graphic uses exaggerated imagery – the oversized syringe – to manipulate consumer concerns about the humane treatment of animals. The advertisement’s pictorial claim that rBST is harmful to dairy cows is false and unsubstantiated and, therefore, it violates the FTC Act.

Impact Of Deceptive Advertising On Consumers And Dairy Farmers

Deceptive labeling and advertising is an all too effective tool for milk processors to profit from false, negative messages about milk from cows

supplemented with rBST. Consumer perception studies confirm that consumers are deceived by the advertising regarding milk and rBST. In a telephone survey conducted in July 2005, 68% of respondents stated that they believe milk labeled “hormone free” was “safer” and “healthier.”¹² In another research study commissioned by a non-profit conservation and natural resources advocacy group, over 50% of people reviewing “no hormone” claims on milk labels incorrectly believed there was a difference in the milk. Further, of those who thought there was a difference, over 50% believed the “hormone free” milks to be superior to the milk without these claims.¹³

The false and misleading rBST claims prevalent in the marketplace imply that milk from non-supplemented cows is superior, disparage milk from rBST-supplemented cows, and create consumer confusion. Deceptive advertisements prey upon consumer concerns about health and safety and allow

¹² Results of telephone survey conducted by Marketing Horizons, Inc. between July 11 and July 27, 2005. See also SWR Worldwide, *Report on Perceptions of Milk Labels in the Southern District of New York*, December 4, 2001 (confirming consumers believe that “no hormone” and “rBST free” claims mean that the milk is “better.”).

¹³ SWR Worldwide Report, *supra* note 12. Similarly, in 1994, Monsanto Company commissioned a survey in which consumers were asked their reaction to a variety of different kinds of “BST-free” labels. See Westgate Research, Inc., *A Study of Consumer Interpretation of Voluntary BST Labels*, March, 1994. In every instance, no matter what disclaimers were included, more than half of the consumers surveyed understood any reference to BST usage as implying that milk from supplemented cows is less safe, less nutritious, or tastes different than milk from cows that have not received BST supplements. Between 87% and 97% of those who believed there was a difference thought that milk produced by non-supplemented cows would be safer, have better nutritional value, or would taste better than milk produced by BST-supplemented cows.

milk processors to charge higher prices for equivalent products, which are passed on to the consumer.¹⁴ As the Pennsylvania Secretary of Agriculture observed, “[i]n some states, a gallon of milk from herds not using supplemental hormones is selling for nearly twice the dollars per gallon of ‘regular’ milk.”¹⁵

In addition to some consumers paying more for the equivalent, so-called “hormone-free” milk, the availability of milk from rBST-supplemented cows is shrinking as milk processors coerce dairy farmers to stop supplementing cows with rBST. For example, some dairy cooperatives recently told their producer members that premiums would be paid in exchange for producer affidavits pledging not to use rBST.¹⁶ Farmers who did not sign the affidavit and continue to sell milk from cows supplemented with rBST may be assessed a punitive “hauling charge” for their decision.

Farmers who rely on rBST to maintain efficient milk production levels have expressed fear that the rBST-free requirements being imposed by milk processors will ultimately impact their ability to operate profitably.¹⁷ As noted

¹⁴ Bruce Mohl, *Stores Hike Prices on Milk Free of Synthetic Hormones*, Boston Globe, October 10, 2006.

¹⁵ Wolff, *supra* note 1.

¹⁶ Cf. Andy Andrews, *Cooperative Looks For Solutions To ‘Dire’ Milk Prices*, SOLANCO AREA ONLINE NEWS, October 31, 2006.

¹⁷ Bruce Mohl, *Two Dairies to End Use of Artificial Hormones: Hope to Compete with Organic Milk*, Boston Globe, September 25, 2006.

above, the Pennsylvania Secretary of Agriculture recently condemned the coercive behavior of milk processors.¹⁸ The Secretary recommended that farmers attempt to resist this coercion and “seriously consider the effects it will have on their business if not offered a fair compensation.” Massachusetts Agriculture Commissioner Doug Gillespie similarly reported that milk processors in his state, such as HP Hood and Dean Food’s Garelick Farms, have been able to significantly raise the retail price of their milk yet are not passing that increase back to the farmers that were forced to stop using rBST.¹⁹ Garelick Farms allegedly threatened not to buy milk from any Massachusetts farmers unless the state began to certify which farms were not supplementing cows with rBST.²⁰

¹⁸ Wolff, *supra* note 1.

¹⁹ Russell, *supra* note 2.

²⁰ Russell, *supra* note 2.

Conclusion

Deceptive labeling practices regarding milk from cows supplemented with rBST have allowed a growing number of milk processors to compete unfairly and to mislead consumers. Action by the FTC is needed to ensure that consumer choices are accurately informed and that competition is protected. It is requested that the FTC investigate the current advertising practices regarding milk and rBST.

Sincerely,

A handwritten signature in black ink, appearing to read "B. Lowry", written in a cursive style.

Brian Robert Lowry
Associate General Counsel
Office of Policy, Stewardship,
Regulation and Government

ATTACHMENT A

Kleinpeter Dairy



It's true. We do treat our cows with love. For many years we have been hearing about rBGH and rBST in the media. Many of us have heard that it is not a good thing to drink milk from cows that have been treated with rBGH, which stands for recombinant Bovine Growth Hormone. Well, at Kleinpeter Dairy, we have listened to our caring consumers and commit to you that all our milk comes from cows not treated with rBGH. Instead, we treat them with the love and dignity that they deserve. We want our cows to live a full, comfortable, productive life, while providing delicious and nutritious milk for you and your family. Many people believe that rBGH causes premature puberty in children. We want you to know that Kleinpeter Dairy is concerned about your children's healthy growth and well-being. Let our family comfort yours in this regard because our kids drink Kleinpeter milk, too! Next time you're buying milk, look at the label. If it says it's "from cows not treated with rBGH," then it's the healthy choice for you and your family.

Thank you for purchasing our milk.

Jeff and Ben Kleinpeter

From our family to yours.



Family owned since 1913

**We treat our
cows with love,
not rBGH.**

KleinpeterDairy.com

ATTACHMENT B

Alta Dena Dairy

<http://www.altadenadairy.com/about-us.html>

About Alta Dena

No Growth Hormones

Our farmers do not treat their cows with rBST Recombinant Bovine Somatotropin, a genetically engineered hormone. While rBST treatment increases milk production, some consumers have raised concerns about the long-term effects of rBST on cows and humans. At Alta Dena Dairy, we believe the quality of the milk begins with the cow. By not using rBST, we protect the health of our cows, their milk and our customers.

Alta Dena Dairy

<http://www.altadenadairy.com>

Pure, Natural Ingredients

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ATTACHMENT C

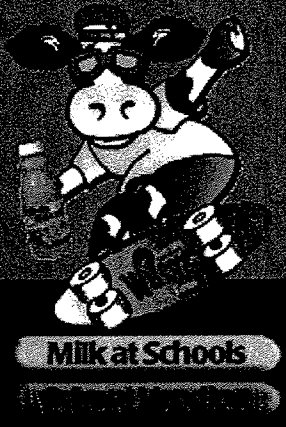
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Wilcox History
Wilcox Profile
Egg Products
Dairy Products
Where to Buy?
Tours
Home Delivery
What's New?

Join the Family
Contact Us
Directions

Job Openings

Farm Recipes
Links

Web Site Contents



Thank you to all our customers for your words of support...

Congratulations and thank you!!

On your decision to go rBGH free! You've made not only a wise health decision but a sound business one as well. I believe more people will be purchasing your products knowing they are healthier and safer.

Judith

I would like to thank you for going R-BGH-free! And for supporting more environmentally sound farming practices.

Micki

I am a little older and pay attention to these things such as your business being rBGH free. I am more than willing to pay more for a product that is more natural.
Good job.

Jim

I just wanted to take the time to say thank you for choosing to go hormone free with your dairy cows. We consumers appreciate companies like yours listening to our concerns and taking action. Be assured that your decision has garnered you a new customer in me!

Carrie

Sincerely,

We want to say THANK YOU for your new policy of offering excellent, local and hormone-free milk. We all appreciate what you are doing and will seek out Wilcox milk wherever we shop and dine.

Judy

Sincerely,

I just learned of your decision to stop using milk produced using rBGH. What a great thing to do!!

Richard

Keep up the good work.

Dear Wilcox family,

Thank you so much for your decision to go rBGH free. It is a good that the kids in the Salem-Keiser school district will be able to drink their milk without having to tell me not to tell them what is in it because it's their only choice. I applaud your decision.

Sally

Thank you so much for going rbgH free! Our family and community supports and appreciates your decision. thank you, thank you, thank you.

Mark

Dear Wilcox family members, company decision makers and dairy workers,

I want to offer my sincere thanks and congratulations on your decision to provide dairy products free of rBGH, and for your successful efforts to be certified Salmon Safe.

I believe that you will find these decisions rewarding in a number of ways, including increase sales, broad public appreciation and support, access to additional markets and, what may be the most significant from a business profitability standpoint, freedom from lawsuits in a decade or so when the health effects of human ingestion of dairy products containing rBGH are generally acknowledged.

Will

Both as a dairy products consumer and as a researcher and educator in agricultural practices, I appreciate your recent actions.

Again, thank you.

Excellent news about removing rBST from your line. Rest assured that there are many consumers concerned about rBST use. I will be buying Wilcox from now on!

Heather

Thanks,

Dear Wilcox Farms,

I just wanted to say THANK YOU for going Free of Hormones and Antibiotics. As a mother of 2 I try to give my family wholesome all natural foods as much as possible. I was elated to find my already favorite milk was now labeled Free of Antibiotics and Artificial Growth Hormones. I am hoping that you will take this one step further and be completely Hormone free other naturally occurring in the milk product straight from the cows. Giving the cows themselves NO Hormones.

Sophia

Thank you again

We appreciate you folks going rBGH-free. We have been buying Wilcox dairy products for years but had recently begun switching to other company products because of our concern with rBGH. We're back to Wilcox for sure now!

Ron and Barb

Thanks!

YEAH!!!! THANK YOU!!!

Nancy

For going rBGH free. Now we can buy your milk products..

THANK YOU!!!! THANK YOU!!!!

[Message from
Jim and Barrie](#)

[Press Release](#)

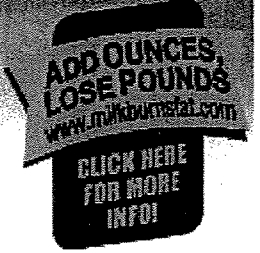
[Kick off Event](#)

Want to send your comments to the Wilcox Family. [click here](#)

ATTACHMENT D



Get to Know Your Milk



Berkeley Farms
Get to Know Your Milk
Nutrition
Our Products
Promotions
Your Community



Not all milk is created equal. At Berkeley Farms, we make sure our milk is certified rBST hormone-free. Plus, we carefully select family farms from the rolling hills of Marin and Sonoma Counties and the lush San Joaquin Valley to provide our milk. We strive for quality control by paying our dairy farmers incentive bonuses to produce superior milk containing higher levels of vitamins, minerals and protein.

Berkeley Farms and the independent dairy farms we work with consider ourselves "nutritional ecologists," respecting the environment and providing advanced, skilled husbandry throughout the milk production process.

rBST

Berkeley Farms is sensitive to consumer concerns over rBST, the synthetic bovine growth hormone. Although federal tests prove there is no significant difference between rBST-treated milk and non rBST-treated milk, we continue to ban the use of rBST and have the full support of the independent dairy farmers who provide milk to us.

ATTACHMENT E



Home

Home

History

Products

FAQ

Contact Us

A Natural Choice

When it comes to your family, the best choices come naturally. Since 1857, Borden has been a world leader in providing customers with the highest quality products. That's why we work exclusively with farmers that supply 100% of our milk from cows that have been treated with no artificial hormones. So when it's time to choose a source for your family's milk...

Borden Milk Co.



Home

Home

Home

Home

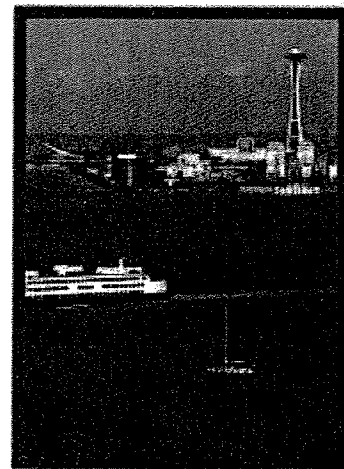
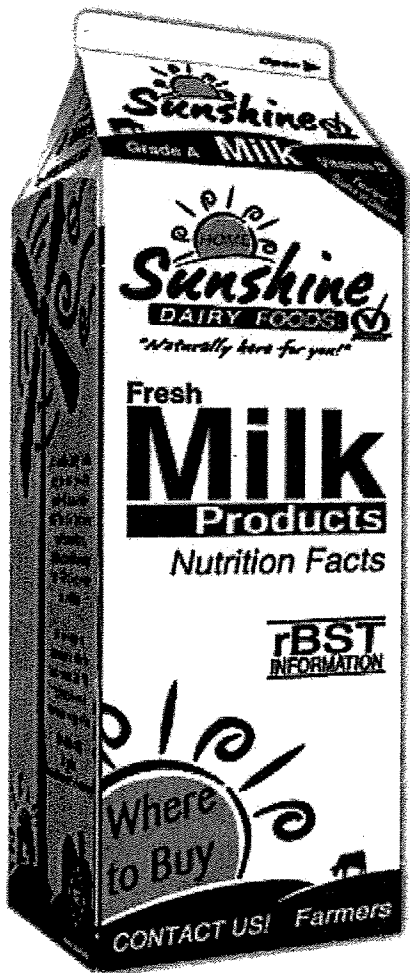
ATTACHMENT F



buttons on carton!

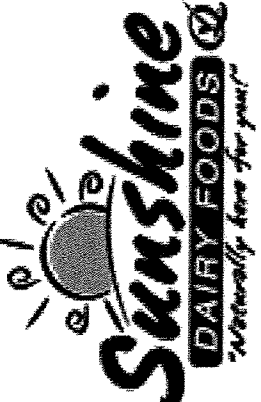
(503) 234-7526

*Sunshine Dairy Foods believes in the basic goodness of dairy products.
We are allied with Dairy Farmers that practice sustainable farming and are rBST free.*



**Now Serving the
Seattle Area**

© Copyright 2005; Sunshine Dairy Foods; All Rights Reserved.



buttons on carton!

(503) 234-7526



rBST

(recombinant Bovine Somatotropin)

Because consumers have expressed a strong preference for milk that is **NOT** produced by cows that have been injected with the growth hormone known scientifically as recombinant Bovine Somatotropin, (rBST), Sunshine Dairy Foods receives its "bottling milk" from family farms whose owners have signed affidavits that they won't use rBST. These dairy farmers believe, as do the people at Sunshine, that their mission is to provide consumers with the very best products.

ATTACHMENT G

MERCHANDISER

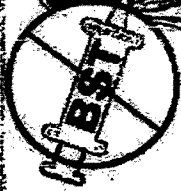
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**Dutch-Way's
Cows are
not injected
with BST** (Bovine Somatotropin)

Direct from our family farm to you

Myerstown - Schaefferstown

© 1954 Helmutson

Time Natural Milk



No Added **BST**
(Bovine Somatotrophic Hormone)

The way it's meant to be!

FRESH! From our family farm to you

Myerstown - Schaefferstown

ATTACHMENT H

Schepps Dairy

<http://www.scheppsdairy.com/products.html>



**"OUR FARMERS' PLEDGE:
NO ARTIFICIAL GROWTH HORMONES."**

Our farmers do not treat their cows with rBST Recombinant Bovine Somatotropin, a genetically engineered hormone. While rBST treatment increases milk production, some consumers have raised concerns about the long-term effects of rBST on cows and humans. At Schepps Dairy, we believe the quality of the milk begins with the cow. By not using rBST, we protect the health of our cows, their milk and our customers.



Search

GO

Our Products

About Organic

Multiple Organisms
Guaranteed

Inulin

We Oppose rBGH

Certified Kosher

Organic Milk

Organic Yogurts

All Natural Yogurts

Organic Baby Yogurt

Kid Yogurts

Smoothies

Cultured Soy

Organic Ice Cream
and Frozen Yogurt

Store Locator

We oppose the use of rBGH

Stonyfield Farm is opposed to the use of rBGH. We will not knowingly purchase or use milk from cows treated with the genetically engineered growth hormone. In fact, we were the first dairy processor in the nation to pay farmers a premium not to use this growth hormone on their cows.



What is rBGH*

Bovine Growth Hormone is a natural protein produced by the pituitary gland of cattle. The hormone has a variety of effects including the stimulation of milk production. The gene responsible for natural production of Bovine Growth Hormone in cattle was isolated, genetically modified, and transferred into bacterial cells to produce the genetically engineered Recombinant Bovine Growth Hormone (rBGH) also referred to as rBST.

The current consensus is that cows given rBGH increase their milk production by an average of between 10 and 25 percent. The hormone is not used for any therapeutic purpose in animals.

* From the Center for Food Safety of the International Center for Technology Assessment, Washington, D.C.

Why Stonyfield Farm Opposes the Use of rBGH

Viability of the Family Farmer

We believe that the widespread use of rBGH could have a devastating impact on the economic well-being of family farmers. One of our founding objectives is to support family farmers in all of our endeavors. Increased milk supply generally leads to a drop in the price paid to farmers, which is rarely passed on to the consumer. Although the price paid to farmers for their milk has been at recent historical lows, the consumer has not benefited with lower costs. Although economically advantageous to Stonyfield Farm, a price drop could put many of our nation's family farmers at risk, if not out of business.

Animal Health

In January 1999, a panel of animal-health experts, appointed by the Canadian Veterinary Medicine Association to study the hormone, reported that there are legitimate animal-welfare concerns associated with the use of rBGH. These concerns include increased mastitis (an infection of the udder), lameness and a reduction in the life span of treated cows. The panel found that the hormone resulted in a 25 percent increase in udder infections and a 50 percent increase in the risk of lameness.

In addition to animal welfare concerns, the increased mastitis rates would cause heavy reliance on antibiotics for treatment. This could result in new strains of antibiotic-resistant forms of the infection.

Alternatives Do Exist

Sound animal husbandry maximizes milk production through superior nutrition programs and meticulous hygiene. Optimizing living conditions and not stressing the cows to the point of illness are more humane approaches to increased milk production.

Family farmers in the U.S. and around the world hold the key to implementing sustainable practices such as rotational grazing, integrated crop management, soil conservation practices and humane husbandry. Stonyfield Farm supports agricultural innovations which enhance the viability of family farmers—not those which put them more at risk. We encourage sustainable farming practices which are ecologically sound, economically viable, socially just and humane.

Customer Preference

At Stonyfield Farm when we say "We want to hear from you", we mean it. The overwhelming majority of customer calls and letters concerning rBGH enthusiastically support our decision not to buy milk from

farmers who use the artificial growth hormone on their cows.

Concerns regarding the potential impacts of rBGH on cow health and the economic viability of the family farmer, as well as the clear customer preference that we not allow its use, lead us to stand firmly behind our policy not to buy milk from cows treated with the genetically engineered bovine growth hormone, rBGH.

How We Enforce Our Policy

Approximately 65% of Stonyfield Farm products are certified organic, made with milk from certified organic dairy farms. The U.S. Department of Agriculture's (USDA) organic regulations strictly prohibit the use of rBGH. The milk we use to produce our non-organic yogurt comes from the St. Albans Cooperative Creamery in Vermont, with whom we have a contract to provide milk from cows that have not been treated with rBGH. Member farmers sign affidavits stating that they will not use rBGH on their cows. Additionally, they are governed by Vermont State Law prohibiting farmers from using rBGH without notifying the handler that sells their milk. With this triple system—contract, farmer affidavits, and state law—Stonyfield Farm has one of the strongest assurances for non-use of rBGH in the U.S.

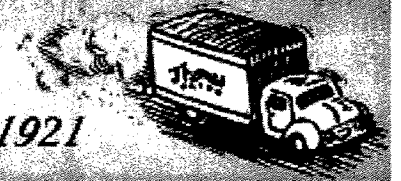
What you can do to support our position.



The most important thing you can do is to let your grocery store manager know that you will only buy dairy products made with milk from cows that have not been treated with rBGH. Don't be shy. Your voice makes a difference. If the store managers don't hear from you, they won't know of your concern about rBGH. If consumers demand products from untreated cows, the use of rBGH will become history. Ask that the store post a list detailing which products are made with milk from cows not treated with rBGH.



Call or write the companies who are buying milk from untreated cows and thank them. Your input is proof that consumers really don't want rBGH. For farmers and companies to maintain their position, they need positive feedback that they're meeting the needs of consumers.



ABOUT US



OUR FARM

Welcome to Thomas Dairy. We are a small, family-owned dairy nestled in the beautiful, rolling hills of central Vermont. Our family has owned this land for over 150 years, starting from decidedly humble origins. When Grandfather Orin Thomas purchased our farm in 1854, it's unlikely that he knew he was beginning a family business that would continue to grow and prosper over the next three generations. Orin Thomas bought his first purebred Holstein in 1901 and upon his death in 1909, his son Orin took over management of the farm, which then had 40 Holsteins. In 1921, Orin started delivering milk in Rutland City and Thomas Dairy was born.

Approximately 30% of cows in the U.S. are treated with rbST - a hormone used to boost milk production. Because consumers have expressed a strong preference for milk from cows NOT treated with rbST (recombinant bovine somatotropin), all milk produced for Thomas Dairy is rbST-free. Instead of relying on rbST for increased milk production, at Thomas Dairy we believe happy, peaceful cows from small, healthy herds produce the creamiest, tastiest milk. And, because ALL the milk from Thomas Dairy comes from Vermont farmers who have pledged not to use rbST, we can guarantee it is hormone-free.

In addition to our standard milk products, we now carry a full line of other dairy products including eggs, butter, and cheese.

On behalf of our family and those who work at Thomas Dairy, we thank you for visiting our website and purchasing our products.

From our fields to you since 1921.

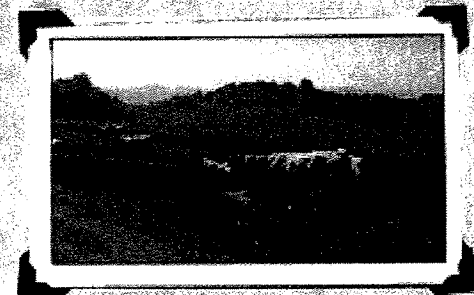
1854

Farm purchased by grandfather of Orin Thomas.

1901

Orin's father purchased his first purebred Holstein.

1909



[Click Here to Find A Grocer Near You.](#)

[Click Here For Links To Nutrition & Health Information](#)

Is there a difference in milk products?

We think so...

Our milking herd is made-up of all Jersey cows. Jersey cows are known for their rich creamy tasting milk. Although, Jersey cows produce a smaller volume of milk than the much larger black & white Holsteins, more commonly used, the milk is 20% higher in calcium and 10-20% higher in protein (seasonal variations).

All our milk comes from our All Jersey Co-op. Because we know the source of our milk and control the herd, we know the quality of the milk. The cows in our herds are fed a diet to produce the best milk and healthiest cows possible.

The herds are not injected with artificial hormones. We believe a healthy herd, fed an all natural diet, produces the best milk. Many, perhaps most, dairies inject their cows with recombinant Bovine Growth Hormone, rBGH or rBST. These artificial hormones are used to increase milk production. *Although the FDA states that they find no significant difference in milk from cows that are injected and not injected, we choose not to use this artificial hormone. You can decide for yourself if the use of this artificial hormone is something you wish to ingest, or your family to ingest, by entering "recombinant Bovine Growth Hormone or rBGH and rBST" in your browser's search engine.

Available In:

Quarts, Half-Gallons &

Now 14 oz Single Serve Sizes



Crescent Ridge

ST. ALBANS, VERMONT

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Welcome to Crescent Ridge

[About Crescent Ridge Dairy](#) · [Howrigan Family Farm](#) · [St. Albans Cooperative](#)

Crescent Ridge Dairy milk is not only fresh and creamy but bottled in environmentally friendly glass half gallons and quarts. We receive all of our milk from the Howrigan Family Farm and the St. Albans Cooperative Creamery. Crescent Ridge has had a decades long partnership with Vermont Dairy Farmers, and all Crescent Ridge milk is from cows not treated with the rBST growth hormone (recombinant bovine somatotropin). Crescent Ridge quality standards are set very high, and because of these standards we pay extra premiums to our Vermont Farmers to ensure our milk is rBST free.

We homogenize and pasteurize all the milk at our farm in Sharon and bottle it in glass, which is great for the environment and ecology. All of our milk is tested daily in our state certified lab. The bottles are filled at a rate of 45 bottles per minute and put directly into our refrigerator. Our milkmen load their trucks at 4:00 AM. and head out on the road to bring you the freshest milk possible.

Crescent Ridge Dairy has a great relationship with Vermont farms especially the [Howrigan Family Farm in Fairfield, VT](#). The Howrigan farm has 500 head of Holstein cows that produce 100% of Crescent Ridge whole milk. The Howrigan Farm is a 5th generation farm that started in 1872 and is a member of the [St. Alban's Cooperative, St. Albans Cooperative](#) is a Vermont milk processing plant with a membership consisting of 500 local farms. The raw milk from the Howrigan Farm is [tested for quality](#) at St. Alban's and is then shipped directly to Crescent Ridge to be pasteurized, homogenized and bottled in glass. Crescent Ridge Dairy also receives Premium Skim milk from St. Alban's. We blend this whole and skim to produce our award-winning 1% and 2% milk.

Today, seventy-five years later, third generation family owner, Mark Parrish, runs Crescent Ridge Dairy. We deliver our glass-bottled milk to over 100 communities in the Boston area. Not only has Crescent Ridge grown to deliver to all these towns, we also now offer over 150 [quality food items](#) so families don't need to waste gas going to the grocery store and spend their precious time in long check out lines. Crescent Ridge delivery is an affordable convenience that still believes in great customer service and feeding families quality products.

A few facts
about Crescent Ridge



Cows have a total of 32 teeth only on the bottom.



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Crescent Ridge Dairy cares not only about the service we provide to our customers but also how we treat them as well. It is important to us that we provide you the best service and that your family enjoys the products that you feed them. Take a look at what we have to offer on our order form and sign up today with no contracts. We're sure that once you try our service you'll understand that having a milkman deliver quality foods provides more time to spend with your family.

Sign up today and receive a FREE half-gallon of our famous ice cream.

No difference has been shown between milk derived from rbST- supplemented (or treated) cows and non-supplemented cows.
FDA

