



SD DAIRY PRODUCERS NEWS

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Policy and Influence

Sharing information on a study commissioned by Dairy Management, Inc. and the National Dairy Council relative to our communication with South Dakota leaders on the Artificial Dairy Products Act and messaging that consumers potentially are confused with artificial dairy products (specifically nutritional content). The below is a memo from on bullet points from that study:

Earlier this summer, Dairy Management Inc. and the National Dairy Council commissioned a study to better understand consumer perceptions toward dairy milk and plant-based “milk” alternatives, particularly regarding their thoughts on the nutritional content of each. The study was conducted by IPSOS, a global market research and consulting firm, and included a survey of over 2,000 adults representing the general population and segmented by dairy milk exclusive buyers, plant-based exclusive buyers and those who purchase both dairy milk and plant-based beverages.

The executive summary provides the key take-aways related to consumer beliefs and purchase behaviors. Headlines include:

- Dairy milk has high penetration (90% of respondents purchased in past year) relative to plant-based milks (46% purchased in past year).
- 53% exclusive dairy milk buyers cite nutrition as important to their purchase decision; 62% exclusive plant-based milk buyers cite nutrition as important.
- The majority of consumers perceive almond, soy and coconut milks as having the same/more protein and key nutrients as dairy milk.
 - 78% adults view almond milk as having the same or more vitamins as dairy milk; 77% believe almond milk has the same or more protein; and, 68% believe it has the same or more other key nutrients (e.g., calcium, potassium).
 - 73% adults view soy milk as having the same or more vitamins as dairy milk; 75% believe soy milk has the same or more protein; and, 66% believe it has the same or more other key nutrients (e.g., calcium, potassium).

The top reason consumers believe plant-based milks are labeled as “milk” is because the products are comparable on a nutrition front with more than half citing this as a reason. The results of the research reinforce the importance of ensuring that consumers are empowered with information so they can make informed choices for themselves and their families. To that end, the research was shared with the dairy community at our 2018 Joint NMPF/NDB and UDIA Annual Meeting. The executive summary is also posted on the Innovation Center’s website [website](#) and is available for your use.



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More Imitation Dairy Products News:

In related news, also sharing an effort by NMPF which SDDP will be providing comment on. This also ties directly with mislabeling and NMPF has requested support via public comment from state trade associations and dairy stakeholders. NMPF's request for action is below:

PLEASE CONTACT FDA TO SUPPORT LABELING ENFORCEMENT AGAINST NON-DAIRY IMITATORS

NMPF's ongoing pressure on the U.S. Food and Drug Administration (FDA) to take enforcement action against mislabeled, imitation dairy products has prompted action. FDA is seeking public comments on potential enforcement action against the proliferation of fake "milks."

NMPF is asking for immediate help in continuing to press FDA on why it is important that it take the appropriate steps to follow through on this important issue. This comment period is a crucial opportunity for dairy stakeholders to weigh in on the importance of accurate, consistent and legal labeling practices for dairy products, and to call out those that have unfairly misbranded themselves. The marketers of plant-based dairy imitators have exploited the long-standing lax regulatory environment to co-opt legally defined dairy terms for use on their imitations. We need our dairy supporters to use this comment period to discuss why such practices need to be eliminated through effective enforcement by FDA.

FDA's public comment period runs through **Tuesday, Nov. 27**. We ask that you weigh in with FDA, either electronically or in print, during this comment period. Visit nmpf.org for more information about how to compose a letter and submit comments and outlining several arguments for why FDA's lack of labeling enforcement must end. If you have any questions or need assistance, please contact Clay Detlefsen at cdetlefsen@nmpf.org or (703) 243-6111.

Key Upcoming Events:

2018 Elections—make your voice heard by voting in the 2018 Elections Tuesday, November 6th

2019 SDDP Annual Meeting—plans are underway for the annual meeting and information will be coming out in near future

**2019 SDDP Membership Drive—renewal communication will be coming out late November or early December
~ We Appreciate and Need Our Member's Support and Thank You!**

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