

# American Dairy Coalition: Requests FDA to take action to address misleading labels by plant based imitators

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Contact: LAURIE FISCHER  
920-366-1880  
[info@americandairycoalitioninc.com](mailto:info@americandairycoalitioninc.com)

The American Dairy Coalition requests FDA Commissioner Dr. Scott Gottlieb to take immediate action and prohibit the use of “milk” in product labels used on plant-based alternative products.

Consumers rely on product labels, titles and advertising to make educated decisions on food products their families consume. Plant-based dairy alternatives that use the term “milk” vary dramatically in nutritional content from the FDA Federal Standard of Identity in law for milk products. Allowing manufactures of dairy-alternative products to imitate true dairy products through use of the word “milk” requires FDA regulatory action. The FDA must stop the intentional imitation these manufactures are using to destroy the reputation our industry has worked so hard to create.

View letter [here](#).