MEMORANDUM OF SUPPORT

Senate Bill 7997 (Senator Gallivan) /Assembly Bill 8144-A (Assemblyman Jones)

AN ACT TO AMEND THE GENERAL BUSINESS LAW, IN RELATION TO THE SALE AND LABELING OF MILK AND MILK PRODUCTS

Date: 3/10/2020

New York Farm Bureau, the state’s largest agricultural advocacy organization, would like to express its support for this legislation. This legislation would prohibit the selling and labeling of a product marketed as a milk product unless the product contains milk. This legislation would also define the term “milk” to include milk derived from milk producing animals.

Plant-based dairy alternatives have been becoming increasingly popular such as products made from oat, soy and almond. These products are marketed and labeled as milk products however, this is misleading to consumers as these products do not actually contain dairy. It is important consumers understand the differences between the ingredients and nutritional content of plant-based products and their dairy counterparts. Some plant-based products can contain less nutrients than milk and may not meet the recommendation for the dairy food group intake in the Dietary Guidelines for Americans.

For these reasons, New York Farm Bureau respectfully requests your support of this legislation.