



## Milking the Plant Revolution: How the Dairy Aisle is Changing

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## Launched in March 2016

### FOUNDING BOARD MEMBERS

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### 80 VOTING MEMBERS INCLUDE

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- Packaged food companies
- Ingredient suppliers
- Restaurant chains
- Meal delivery services
- Distributors



# Plant Based Foods Association

## OUR MISSION

- Ensure a fair and competitive marketplace for businesses selling plant-based foods
- Promote policies and practices that improve conditions in the plant-based foods industry
- Educate about the benefits of plant-based foods



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## Consumer Trends

### Surveys

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- 58% of adults drink non-dairy milk
  - 49% of adults report personal consumption
  - 37% report another adult in their house consumes

(Lightspeed GMI/Mintel via the Almond Board)
- Only 10% of milk alternative drinkers exclusively drink milk alternatives; 90% of alternative milk consumers also drink dairy milk. (Mintel)



## Growing Plant Based

New Sales Data from Nielsen

- Includes: All categories of plant-based foods intended to replace meat, egg, and dairy products
- Channels: All-outlet plus Whole Foods
- Timeframe: One year, ending August 12, 2017



## Growing Plant Based

### New Sales Data from Nielsen

- Dairy alternatives - 20 percent (excluding milk)
  - Yogurt - 56 percent
  - Ice cream - 26 percent
  - Cheese - 19 percent
- Milks (\$1.5 billion – or half of total)  
up 3.1 percent, compared to cow's milk, down 5 percent





## PBFA Members

Variety of Plant-based Foods

<b>Companies</b> All	<b>Type of business</b> All	<b>Venue Available</b> Anywhere
<b>Meat Alternatives</b> Select one	<b>Dairy Alternatives</b> Select one	<b>Other Food Types</b> Select one
<b>State</b> All	<b>Search</b> Enter search terms...	<a href="#">Clear Search</a>

Visit [plantbasedfoods.org/our-members](https://plantbasedfoods.org/our-members)

## PBFA Members

Variety of Plant-based Foods



**Others include** rice, hemp, oat, quinoa, macadamia, pistachio, peas, cashew, hazelnut, tigernut

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## PBFA Members

Big Companies Take Notice



Otsuka Announces the  
Acquisition of Rapidly  
Growing Plant-Based Food  
Innovator Daiya



**Dean Foods' Good Karma: Milk  
producer invests in dairy  
alternatives**

## Labeling Challenges

### “Dairy Pride Act”

116th CONGRESS  
1st Session

# H. R. 778


To require enforcement against misbranded milk alternatives.

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IN THE HOUSE OF REPRESENTATIVES

JANUARY 31, 2017

Mr. Simpson, Mr. Tommy, Mr. Conaway, Mr. (Bush) introduced the following bill, which was read twice and committed to the Committee on Energy and Commerce:



**A BILL**

To require enforcement against misbranded milk alternatives.

### What would the bill require?

- Redefines milk as from “a hooved animal”
- Not allow any plant-based dairy alternatives to use words like milk, cheese, or yogurt
- FDA would have 3 months to issue guidance

## Labeling Challenges

Dairy Pride Act Generates Widespread Media Coverage for Plant Based Foods Association and Its Members

**The New York Times**

Got Almond Milk? Dairy Farms Protest Milk Label on Nondairy Drinks

**The Washington Post**

The surprisingly heated political battle raging over the word 'milk'

**San Francisco Chronicle**

Nut, dairy industries in a froth over 'milk' label

**POLITICO**

The Other Side Fires Back On 'DAIRY PRIDE'



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## Labeling Challenges

### "Dairy Pride Act"

#### PBFA response

- Hired a lobbyist to stop the bill, visits to Capitol Hill
- Collaborate with other groups to stop the bill
- Mobilize our membership to get engaged

#### Our position

- Enacting the Dairy Pride Act will not impact consumer choice
- Plant-based milks are currently properly labeled with their "common or usual name" and courts have agreed with this position
- Formed standards committee to consider voluntary solution



## Labeling Challenges

### "Dairy Pride Act"

#### Latest Updates

- International Dairy Foods Association backed off the bill
- National Milk Producers Federation continues to push for it
- FDA not showing signs of interest in changing status quo

#### Next Steps

- Continue to meet with members of Congress
- Keep an eye on upcoming legislation such as 2018 farm bill
- PBFA standards committee work continues



## Labeling Challenges

### Milk Lobby Offensive

- Milk means coming from a cow (cannot milk an almond)
- Plant-based milk makers are “imitators” trading on milk’s good name
- Milk is gold standard for nutrition (any other consumer interests are irrelevant)

## Questions?



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