Milking the Plant Revolution: How the Dairy Aisle is Changing

Michele Simon, JD, MPH
Executive Director
Plant Based Foods Association

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Launched in March 2016

FOUNDING BOARD MEMBERS

80 VOTING MEMBERS INCLUDE

- 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
Consumer Trends

Surveys

- 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

Visit 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”

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

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

The surprisingly heated political battle raging over the word ‘milk’

Nut, dairy industries in a froth over ‘milk’ label

The Other Side Fires Back On ‘DAIRY PRIDE’
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?

@growplantbased
Michele Simon, JD, MPH
Direct: 510-465-0322
Michele@PlantBasedFoods.org