



**Professional Dairy Managers
Of Pennsylvania**

*Seeking to Advance the Dairy Industry in Pennsylvania Through
Increased Productivity and Profitability*
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NEDPA

Northeast Dairy Producers Association, Inc.
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April 25, 2007

Sheldon T. Bradshaw
Chief Counsel
Food and Drug Administration
5600 Fishers Lane
Rockville, MD 20857

Andrew C. von Eschenbach, M.D.,
Commissioner
Food and Drug Administration
5600 Fishers Lane
Rockville, MD 20857

Dear Commissioner Von Eschenbach and Mr. Bradshaw:

Northeast Dairy Producers Association (NEDPA) and Professional Dairy Managers of Pennsylvania (PDMP) are dairy organizations with over 350 members. Our producer members collectively own over 130,000 cows and represent farms of all sizes. Our members are professional, progressive and focused on a strong future that benefits our communities and our consumer.

We are dismayed at the misleading advertising of dairy products, particularly that of fluid milk that is proliferating in the marketplace. The current drive to capture market opportunity with rBST-free milk is alarming and unacceptable. rBST is a production tool that has been thoroughly researched and subsequently approved by the FDA. Regulatory agencies from over 30 other countries agree that milk from rBST-supplemented cows is safe. Further, more than 20 of the most prestigious medical associations and scientific societies in the world have provided positive, independent assessments. The rBST-free labels imply that milk from cows supplemented with rBST is not safe and that the milk labeled as rBST is distinguishable from other milk. It is not. All milk contains hormones. This tactic is misleading and false advertising.

Other advertising of dairy products reads no hormones , no pesticides or no antibiotics implying that other choices in the dairy case are unsafe and contain hormones, pesticides or antibiotics. All milk is tested for antibiotics before it is processed and packaged for sale. Additionally, the 2003 FDA residue monitoring study indicates milk, butter and cheese were all free of pesticide residues. This type of advertising is sure to erode consumer confidence in milk and dairy products in general.

We are aware that New York Farm Bureau as well as Monsanto Company along with 500 individuals representing the dairy industry presented a request to your office regarding enforcement of current laws regulating the labeling and promotional practices for dairy products. We support and echo these requests.

It is our understanding that your office has not yet responded. We need your help in maintaining consumer confidence in the safety and wholesomeness of our dairy products.

We appreciate your thoughtful consideration of this issue and would welcome the opportunity to meet. We will follow up with a phone call in the next few weeks.

Respectfully,

The PDMP Board of Directors
Logan Bower, President

The NEDPA Board of Directors
Jonathan Lamb, Chairman