

CONSUMER DEMAND FOR rBGH- (rBST-) FREE DAIRY PRODUCTS

Monsanto and Pennsylvania officials have claimed there is little or no genuine consumer demand for rBGH-free dairy products:

“We’re not aware of any consumer demand for this type of (rBGH-free) product.” – **Kevin Holloway**, Monsanto, Capital Press, Feb. 2, 2007.

“My assertion is that there is no consumer demand for the BST-free milk, it’s just a marketing ploy.” – **Terry Etherton**, Dairy Professor, Penn State U., Centralia, IL Sentinel, Dec. 19, 2006.

“If consumers have preferences about the way food is produced such as “grass-fed,” “organic,” or “natural,” that’s their choice. However, in this situation, consumers are not basing their decisions on sound science but rather on manipulative marketing.” – **Dennis Wolff**, Director, PA Dept. of Agriculture, Pennsylvania Farm News, Nov. 1, 2006

On the contrary, there is overwhelming evidence that an increasing number of consumers all over the country want rBGH-free products. Below are sample comments – many more are available - from processors, farmers and retailers:

Pennsylvania and Northeast

“Rutter’s is taking steps to ensure that we’re providing to consumers the (rBGH-free) products they want in order to keep ourselves in business.” – **Todd Rutter**, president of Rutter’s Dairy Division, Lancaster Farming, June 22, 2007.

“At Wawa we strive to delight customers, and we feel it is imperative to listen to customer requests and concerns and respond accordingly . . . An increasing number of customers are requesting dairy products free of artificial growth hormone . . .” – **Howard Stoeckel**, President and CEO – Wawa Dairy, Wawa Press Release, Oct. 15, 2007.

“Eat’n Park (restaurants) is in touch with their guests . . . The company recognized guests were seeking more natural (rBGH-free) products.” – **Chuck Turner, Jr.**, Turner Dairy, Eat’n Park press release, May 17, 2007.

“Not only is Byrne’s (rBGH-free) milk selling well, but the company has received thanks from grateful consumers who didn’t want to drink milk from treated cows . . . We have responded to what our customers wanted.” – **Bill Byrne**, board chairman, Oneonta, NY Daily Star, March 5, 2007.

“The spike in demand for rbST-free milk has been dramatic, said **Greg Wickham**, general manager with Dairy Marketing Services, which transports and markets milk for 8,000 dairy farms in the Northeast.” – Burlington, VT Free Press, Oct. 8, 2006.

“Our customers told us they didn’t want anything to do with it (rBGH) . . . We had a lot of calls and it wasn’t hard to gauge the public’s opinion.” – **John Thomas**, Thomas Dairy, Barre, VT Times Argus, Oct. 7, 2006.

Southeast

“When it comes to our decision to carry rBST-free milk, we are simply listening and responding to what our customers have asked for.” – **Shannon Patten**, Publix Super Markets, Lakeland, FL Ledger, June 10, 2007.

“Kroger has told its suppliers for a decade that it prefers milk from untreated cows. Starting in February, it will begin requiring certification that the milk is from cows not treated with rBST. ‘Our customers’ increasing

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Southeast cont.

interest in their health and wellness is the basis for our decision.’” – **William Boehm**, Senior Vice President – Kroger, Atlanta Journal – Constitution, Aug. 3, 2007.

“I got to sell my milk, and the marketplace in Florida says it needs to be from cows not treated with rBST . . . My own wife doesn’t want to drink rBST milk.” – **Joe Wright**, Southeast Milk Cooperative president, Miami Herald, Sep. 14, 2007.

Midwest/Mountain

“We have a huge consumer base that is asking for (r)BST-free milk – it’s all consumer driven . . . Ten percent of our consumer base is demanding (r)BST-free milk.” – **Ed Mullins**, CEO of Prairie Farms, Centralia, IL Sentinel, Dec. 19, 2006.

“Smith’s Dairy in Orrville (OH) said this week it would begin to market an rBST-free product in response to calls on its consumer hot line. Marketing Director **Penny Baker** said the company receives calls every week, asking if it offers a hormone-free product, and has noticed an increase lately.” – Canton, OH Repository, June 1, 2007.

“As of last week, Bozeman-based Darigold Farms of Montana stopped taking milk from farmers who give cattle the hormone. The decision was guided by the farmers themselves and ‘derived from consumer demand.’” – **Mike Monforton**, CEO – Darigold, Billings, MT Independent Record, June 4, 2006.

“We had requests from other areas to deliver an rBST-free product and over time we realized there was substantial consumer interest in this . . . We are just responding to what our customers have told us they want.” – **Joel Mickliff** – Sinton (CO) Dairy general manager, Colorado Springs Gazette.com, Feb. 3, 2007.

“We see an opportunity to meet a consumer demand through the conversion of our . . . line of 2% Milk cheeses, which we believe will appeal to our current consumers and attract new consumers to the category.” – **Kirsten Lynch**, V.P. of Marketing, Kraft Press Release, Nov. 30, 2007.

West

“‘People have become more educated on what they buy,’ said **Heidi Horn**, marketing manager for Wilcox Family Farms (Tacoma, WA) . . . Executives of the dairy said they had been getting requests for rBST-free milk from consumers as well as from school boards, hospitals and retailers, including a big customer, Costco.” – New York Times, Oct. 7, 2006.

“Consumers in the Portland and Seattle area have been very vocal about the issue of rBGH . . . So this (going rBGH-free for milk in the NW) is basically a response to customer concerns.” – **Teena Massingill** – Safeway, Portland, OR Oregonian, Jan. 19, 2007.

"Demand for this (rBGH-free) milk has exceeded our ability to supply it." – **Richard Cotta**, CEO of California Dairies, Inc., [Los Angeles Times.com](http://LosAngelesTimes.com), March 8, 2007.

"When Tillamook's (rBGH-free cheese) policy became public, we received overwhelmingly supportive feedback. In just two weeks, more than 8,500 consumers contacted us, backing our policy . . . Respondents were demographically diverse: parents, students, school teachers and university professors. They were professionals, heads of companies, doctors, nurses, nutritionists and researchers . . ." – **Jim McMullen**, former Tillamook (OR) CEO, [Cheese Market News](http://CheeseMarketNews.com), May 13, 2005.

"We sell milk directly to customers. We know damn well and good they don't want it (rBGH)." – **Jock Gibson**, Lochmead Dairy (OR) president, [Eugene, OR Register-Guard](http://EugeneRegister-Guard.com), April 8, 2007.

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