



## PBFA Members Explain Why the DAIRY PRIDE Act is Bad for Consumers

### **GOOD KARMA FOODS** (plant-based milk and yogurts)

*“The Dairy Pride Act will be wildly disruptive. It will only create more confusion among consumers.”* – **Doug Radi, CEO, Good Karma Foods**

#### **Consumer testimonials:**

“I have a little boy who is now allergic to dairy. He is having a hard time because he loves yogurts, cheese, and milk. We just tried your yogurt yesterday and he loves it!”

“I have a 2-year-old daughter who has a dairy allergy and coming across Good Karma flaxmilk was a life-saver.”

“As someone who is allergic to dairy, soy, nuts, and coconut among other things, I really value companies like yours who make us rare breeds feel included at the grocery store!”

### **VEGGEMO** (plant-based milks)

*“Consumers quickly understand it is a substitute for dairy milk when it is called veggiemilk. They in fact do call milk substitute ‘milk.’ By not calling it veggiemilk, consumers may not understand that this it is an alternative, and that will negatively impact sales.”*

– **Wade Bayne, VP Sales and Marketing, Global Gardens Group**

#### **Consumers buy Veggemo for many reasons:**

- Reduce or avoid foods with cholesterol, saturated fats, and excess sugar
- Allergies, sensitivities, and lactose intolerance
- Cultural diversity – some religions prohibit or limit consumption of dairy products
- Consumer concerns for sustainability and the environment

### **WAYFARE FOODS** (plant based butter, cheese, sour cream, and more)

*“As a proud former dairy farmer, I’d be shocked to be told that I could not use the common terms for ‘cheese,’ ‘cream,’ and ‘milk.’ And, after giving most of my life to the dairy industry, I’m bothered that because I can no longer eat dairy for health reasons, I’m no longer allowed to use those words. It’s insulting.”* – **Kelly Coffin, CEO, Wayfare Foods**